

# VARIETY

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64 PAGES

## PANNING CRITICS PANNE

### Radio Seen as Reason for Victories Of Liberal Political Candidates

Chicago, Sept. 17.

Political observers are claiming that radio is largely responsible for the increased number of liberal and radical candidates being elected to office. They back this claim up with facts and figures, charting the rise of radio talk with the rise of successful liberal candidates. They note that radio has made it possible for these liberals to directly reach the public. Whereas before the election came into existence the newspapers were the only means of contacting the voters. And since the majority of papers were rock-solid conservatives only the main line radio stations got any editorial plugging.

Today the radical or liberal candidate can purchase 15 minutes of time on a station and spell-bind the multitude with his own voice. There are many names which the observers list as being elected through the power of the radio, but they point to the votes garnered by Dr. John R. Brinkley in Kansas as the prime example. With all the newspapers battling him, Dr. Brinkley got more than 800,000 write-in votes in Kansas within a hairline of election. Observers also note the recent Upton Sinclair nominations as an example of radio overpowering newspaper opposition in the directing of vote.

**Los Angeles Talks  
Its Own Radio City  
To House Stations**

Los Angeles, Sept. 17.

Block contracts are being drawn for the new Center building that would house all its stations. Local promoters are said to be behind the project.

Broadway and local independent operators have been approached on the plan to concentrate the industry under one roof. Their tentatives are aimed at the time with the promoters fearing the hit would be taken care of by small stations and radio stations to the big hit.

Plans call for the new structure to be 10 stories high, a short distance from Hollywood.

### Charity Festival

There'll be a run on celebs with time on their hands the week of Sept. 21, when Lowe creates its own gratis-namem-petition on Broadway, playing Ed Sullivan at the Capitol and Paul Yawitz at the State.

Both Broadway columnists are expected by the booking offices to attract names for bows and free appearances all week. At the Capitol Sullivan will be on the bill with George Jessel and Jackie Cooper.

### HOOFING ORCHS. ON FAST R. R. RATTLES

Chicago, Sept. 17.

Musical-union has issued a wage scale for members playing on teams as a result of sudden interest in team bands, following the innovation of such a stunt by Paul Whiteman on a New York-to-Florida tour. Now the midwest and western crack teams, such as the Chief, Dixie Flyer, Panama Limited and others, are considering adding to their list of conveniences.

Scale for train musicians is as follows:

per man per week, \$50.

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### REPORT NEW RCA VICTOR TELEVISION QUALITY LIKE 16 MM. PARLOR FILMS

#### \$100,000 to Dempsey For Ghosting Eatery

Jack Dempsey will be guaranteed around \$100,000 a year by Louis Ausman as the front man of Jack Dempsey's Butcher Shop. This will be a "ghosting" opening this fall in six rooms and with 80 on the site of the former N. Y. Morning Telegraph publishing plant. Building will be a steel and insulation structure, some inches of show windows in mid-block.

Audrey is associated with the firm in the Hollywood restaurant and movie district. A similar shop will be ready the year thereafter.

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### 90% NEW B'WAY SHOWS RAPPED

**Generally Unfavorable Press  
Burns Mgrs.—Disagreement  
Over Openings Extends to  
Newspaper Staffs—  
Some Papers Let Boys  
Fight It Out**

### WISECRACKS

Only one show out of 10 new attractions which arrived on Broadway this season up to the current week met a favorable press. When the first flight shows didn't interest the critics, general idea was that perhaps the plays were at fault.

But when last week's flock of six productions was cracked down on by the reviewers, managers made caustic, if not bitter, comment. One producer yanked his show Saturday (15), while another is figuring in getting hunk with the critics, even appealing to Equity about it. Observers without prejudice be-

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### MORRO CASTLE S.O.S. ER ON B'WAY FOR \$1,000

Arthur Mayer has signed George Sparks' Rogers, chief wireless operator of ill-fated Morro Castle, for a weekly personal appearance as lectures on the stage of the Rialto, on Broadway, beginning today (Tuesday).

Rogers is stated to be receiving \$1,000 for the week.

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Television has taken another long stride forward within recent weeks, yet practically nothing is being said about it. Vladimir Zworykin, head of the RCA Victor Electronic Research Laboratory in Camden, N. J., has stepped up television transmission from 180 lines per minute, the former best, to 330 lines. Results, however, is described by insiders as universal to the average man-made by home motion pictures of 16 mm. type.

With no publicity and with every effort to keep the tests strictly an inter-organizational matter, RCA Victor has for some time been transmitting from a studio in the wings of the Building, N. Y., research demonstrations of the 330-line

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### Mpls.' Showman-Mayor More Drastic Than Ever; Air-Tight Lid on Nitries

#### Sin-Gin Bad Poetry

"I Ain't Gonna Sin No More," tune from Universal's "Gift of Gab," has a special set of radio lyrics. Revamping of the verses for air use, done last week at the suggestion of the NBC program department.

One of the things in the song that the network censors didn't like was the rhyming of "sin" with "sin." Publisher of the source is Harris, Inc.

### ELDER MICHAUX 'CONGREGATN' IN N.Y. BOW

Brother Elder Lightfoot Solomon Michael, the colored revivalist of the Potomac, will debut in New York Oct. 7 at Madison Square Garden. The colored person, who is on the Columbia network Saturday nights, heretofore refused all offers to invade the metropolis, but finally decided to bring his "congregation" to the big town at the suggestion of Morris Green, legit manager.

There will be a matinee and night meeting at the Garden. Week prior to the sessions the revivalist will

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# 350 BROADCASTERS HUDDLE

## Radio Code Authority Preparing Nat'l Survey of Ether Rate Trends

Washington, Sept. 17.

A nationwide survey of radio rate trends, the second such study since broadcasting became an important industry, has been launched by James W. Baldwin, executive officer of the Broadcast Code Authority.

Seeking to discover the effects of both the depression and the N.R.A. code on rate schedules, Baldwin is compiling statistics from rate cards filed with the C.A. and expects to compare present trends with conditions uncovered in 1932 by the former Federal Radio Commission.

Convinced by a cursory examination that the detailed study will show relatively little change in the general rate level, Baldwin intends to obtain information which may enable the industry to refute charges that costs to the advertiser have risen as a result of N.R.A. efforts to stabilize rates and movements to curb price-cutting and cheating.

Patterned after the 1932 investigation, the current research will relate to charges for 15-minute, nighttime periods and will be broken down by zones to facilitate comparison. Industry spokesmen have asserted that rates are relatively unchanged, but until study is completed they are handicapped by specific data on this subject.

Report on rate variation by zones and stations sent to the Senate two years ago showed that rates for stations of 5kw or higher power were highest in first and second zones and that scale ran for all stations and all zones from \$1.77, for transmitters under 100 watts in the third zone to \$21.44 for high-power stations in the second zone. Great variations were shown in rates for stations over 5kw, but trend for small stations was relatively uniform.

Initial results of the study suggest that in certain zones, rates may have increased but that on the whole the general level is relatively static to 1932 when the national average ran from \$1.83 for stations under 100 watts to \$172.05 for stations over 5,000.

### Whiskey on KYW

Chicago, Sept. 17.

Toronto's Gondwana and Worts, Ltd., makers of G. & W. whiskey, are invading the radio. On KYW, starting Sept. 18, with three 15-minute nights periods a week, for 12 weeks, with options.

Program is called the All Star Revue, with Dorothy Adams, the Campus trio and Rex Maupin's orchestra.

### Better Be Good

Philadelphia, Sept. 17.

While WPEN pres., Clarence Truhel, is recuperating from a serious operation, his son has been installed at his hospital bed from the station so that he can hear WPEN programs.

In Taubel's absence, Radio Center is being operated by WPEN Manager Lou Jacobson.

### STOP KIDDING US, NBC TELLS WLW

Cincinnati, Sept. 17.

Tired of not knowing whether the network is in or out, a delegation of NBCers will wait upon Powell Crosley, Jr., this week and demand to know what WLW proposes to do.

Edgar Kroll, Niles Trummler, Frank Mason and Donald Withycombe, three vice-presidents and one stooge, will do the pinning-down. Odds at the convention are that the answer will be stalled as WLW right now can't accurately gauge its own affections due to the lack of signed contracts for the new quality group consisting of WLW, WGN, Chicago; WOR, Newark, and WXYZ, Detroit.

Because Analgesics and Horlick's Malted Milk are contracted for the quality tie-up to date.

### SCOTT HOWE BOWEN TALKS SHOWMANSHIP

Cincinnati, Sept. 17.

Scott Howe Bowen attending the convention as WIBX, Utica delegate to developing a thesis that Shakespeare's venerable dictum, "the play's the thing" now governs broadcasting.

Bowen makes an important conversion to the showmanship viewpoint. As a long-time proponent of waded entertainment he is now of the opinion that the deification of circulation arrived at by guesswork mathematics is obsolete and rapidly becoming discredited.

Programs will become all important he holds.

### THEORIES AND ACTION AT N.A.B.

**Conflicting Facts Advance Varied Proposals and Candidates — Same Old Division of Big Biz vs. Independents**

#### NBC SECRETIVE

#### By Ben Bodde

Cincinnati, Sept. 17.

NBC did not advise affiliate stations of the new compensation scale in advance of the N.A.B. convention. This notification was originally intended for release on Sept. 15 so that its sounding syrup effects might work for harmony. Network evidently got cold feet fearing that it might have incorrectly diagnosed the probable reactions of station owners to the revamped money chart.

This failure of NBC to show its hand may be considered an influencing factor in favor of a movement that on Monday was gaining headway. Broadcasters affiliated with NBC and others linked to the CBS charter were pondering a substantive maneuver for accession.

#### Comparative Strength

As contemplated by its apostles the new set-up would be the organization of the NBC and CBS affiliates into groups within the structure of N.A.B. with the avowed purpose of placing individual stations in position to deal with the networks on a basis of comparative strength. More sympathetic and effective response from the networks to the individual stations' problems and the eternal question of how much is enough station compensation for national commercials.

#### Hot Election?

Cincinnati, Sept. 17.

Nicely lubricated the N.A.B. machinery looked like it would avoid the token pavements of discord. N.A.B.'s 12th chinfest opened mild enough after all the profound predictions of molten anger.

Looked like the election of a president would focus some real fighting. Backers of Alfred McCosker, WOR head, felt confident they could push their man across for a third term. Prospects doesn't please lots of the boys but they may not be able to get behind a rival.

Late Monday it looked like H. K. Carpenter, of WLIB, Cleveland, might emerge as a dark horse candidate. Strong sentiment favored Leo Fitzpatrick, No. 1 v.p. of N.A.B., but Lee isn't much of a buddy on the spot just preceding the Roxy event at the Hudson.

There are \$44 registered at the convention, an unprecedented total.

are the much-to-be-desired objectives confessed by the broadcasters.

As expected the hazards of secession outweighed the odium of any existing dissatisfaction. Even the most candid broadcasters hesitated a long time before the leap into the unknown that a break-up of the N.A.B. would imply. So the compromise for holding the outer shell of unity and fighting the networks within the scope of N.A.B. became the chief focal point of convention attention.

Midwestern and far western stations are the leaders against the networks. And no matter how well-organized the steamroller may prove by the convention's end there will be more stirring up of dust than at any previous N.A.B. convention. Especially large attendance this year strengthens the insurrectionists.

#### No Likes

Objectives to many of these station men are: (1) The Broadcast

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### CBS' Spot Subsidiary, Radio Sales, Reorganized with New Personnel

#### DILL'S ADDRESS

Press-Radio Bureau a Big Flop He Tells N.A.B.

Cincinnati, Sept. 17.

N.A.B. member McCook warned the convention not to brush aside the reorganization problem as unimportant. He preceded Senator C. C. Dill in, alluding to this subject. Dill gave 'em both barrels. At least 100 stations should band together, Dill declared, and set up their own news-gathering organization on a national and international basis.

Bank failure was Dill's stigma of the existing press-radio relations. Networks forced the compromise to ease their own difficulties in dealing with the press, the senator averred. As a result broadcasting has been at the mercy or charity of publishers.

### LUNACY PLEA FOR TALBOT

Denver, Sept. 17.

A lunacy complaint has been filed in county court against Freeman H. Talbot, manager of KOA for ten years, by his wife, Mrs. Delta Talbot.

Talbot is facing charges in the Federal court of attempted extortion and sending a threatening letter through the mails. The government claims Talbot tried to extort \$4,000 from a wealthy friend. Talbot is at liberty on \$2,000 bond and is under treatment and observation in a local sanitarium.

With the filing of the lunacy complaint it became apparent Talbot will plead insanity at his trial.

### CBS RENTS 2D N.Y. DRAMATIC THEATRE

Chicago, Sept. 17.

Columbia has taken over the Maxine Elliott, legit house located below Times Square, as the second of its outside New York studios. Other ex-legiter occupied by the network is the Hudson.

Need for another auditorium was brought to the fore recently when Fletcher's Castorina insisted that it have available a place to invite an audience for the Roxy program or else. Another account had first call on the spot just preceding the Roxy event at the Hudson.

WLS will continue use of the WENR transmitter.

As soon as it has received the signature contracts from all the affiliated stations involved in the spot booking project Columbia will put its subsidiary, Radio Sales, Inc., through the reorganization ringer. Preliminary revision of the subsidiary's personnel setup has Charles Stark out and Bob Stevenson, who was recently brought on from Chicago, in as general manager.

When the revamped division gets going its representation list will consist of the eight CBS owned and operated outlet, the Don Lee network and 15 stations aligned with Columbia in its hookup operations. It is CBS' plan to diversify Radio Sales eventually from the web's interlocking enterprises and turn off station contracts over to a threesome of spot broadcasting experts, who, though responsible to Columbia, will share the booking commissions among them. Under this arrangement Stevenson would retain top position in Radio Sales, while his associated directors would share the profits with him. As yet Columbia has not picked these associates.

When CBS decided to extend the operations of Radio Sales it addressed invitations to around 60 of its affiliated stations. Of this list 40 resolutely wrote back that they would be interested in joining up on an exclusive basis. Web eventually pared the anomalies down to 15 stations, figuring that it would be better to limit the representation until the proposition was thoroughly organized and operating smoothly.

### WLS Renews With NBC on 2-Year Deal

## Broadcasting Enemies Everywhere

### Bellows Commends Federal Trade Commish, However, as Fair and Reasonable

Cincinnati, Sept. 17.

Henry Bellows addressing the N.A.B. convention today (Monday) in the legislative problems, past and anticipated, of broadcasting. Anti-radio legislation while centered mostly in Washington also has its regional echoes and Bellows advocated the formation of more state-wide broadcasting associations to combat local measures and cooperate with the national headquarters of N.A.B. New York, West Virginia, Rhode Island, Massachusetts and Delaware are states where radio laws or taxes have recently come up.

Bellows stressed as all-vital the Oct. 1 hearing before the Radio Division of the Federal Communications Commission and urged that a strong summation of the广播industry's side of various con-

troversial problems be placed on the public record at that time.

#### Likes Trade Commish

In addition to the need for regional sentinels Bellows advocates the mobilization of stations behind the Federal Trade Commission. This body has proven itself fair and reasonable and broadcasting might well invite a condition of advertising control by the FTC if preferable to anything proposed by a revised (as expected) Tugwell bill this January. Tull and hearty cooperation with the Trade Commission is the best and only effective protection against enactment of legislation of the Tugwell variety, the legislative chairman declared.

Bellows in his speech tossed bouquets to Senator Dill and Representative Day and Bland. They had been open-minded and just, he opined.

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### Chicago Tribune Peeved at Landis

### Ford Pays \$100,000 for World's Series Rights Leaves WGN Out in Cold

Chicago, Sept. 17.

Station WGN resents the deal whereby NBC-CBS gets the exclusive broadcast rights to the Detroit-New York World Series. That denies WGN a peek-in or else compels a pick-up of the commercial broadcast without sharing in the sponsors' appropriation.

Tribune officials have been trying to contact Judge Landis, baseball czar, but the judge can't be found. Or at least couldn't be up to Saturday.

That incident may result in the Tribune leading a publishers' quar-

rel with organized baseball if threatened.

M. H. Ayersworth Saturday (15) delayed NBC's acceptance of the World Series on a commercial basis. Broadcasts will be carried over both NBC and Columbia, with Ford Motor paying over \$100,000 for the rights to the games to Judge Kenneway M. Landis on behalf of organized baseball.

Cole, it is understood, will be distributed among the players on the contending Detroit and New York Giants teams. It will make the first time that the event has been backed by a commercial. NBC on previous years has refused to tie up a sponsor with the event.



# RADIO-DIRECTED STRIKE

## NBC's Big Delegation

Cincinnati, Sept. 17. With the delegates that NBC has shipped on to the NAB convention the network should have little trouble swinging the balance of power when it comes to enrolling "aye" or "nay" on an issue. NBC's contingent numbers 19. Three of them, Frank Russell, Edgar Kobak and Frank Mason, are v.p.'s, with the rest of the representation made up of station managers, station relations reps, engineers and Westinghouse execs.

Among the assignments facing this group is the holding of the regular monthly meeting for managers of NBC owned and operated stations. This gathering is slated for tonight (Monday). Gang NBC has on hand for this convention is the largest by far than any which has attended previous NAB meets. At last year's meet in White Sulphur Springs the representation from NBC's payroll was limited to four persons.

Here's how the web has them lined up for voting, according to station:

OUTLET	DELEGATE	ALTERNATE
WEAF	William S. Hedges	Frank Mason
W3Z	Frank Mason	Charles Horn
WRC	Frank B. Russell	V. P. Callahan
WMC	K. B. Berkley	Frank H. Russell
WENK	Niles Trammel	Ronald Withycombe
WMAG	Niles Trammel	C. A. Zimmerman
WTAM	W. W. Smith	Roger W. Clipp
RPO	Donald Withycombe	Edgar Kobak
KGO	Edgar Kobak	E. C. Wooley
WGY	Kolin Blager	Lloyd C. Foster
WBZ	John A. Holman	E. M. Elkin
KDKA	L. C. Gregory	Harry A. Woodward

## DYING WOMAN'S SERMON OVER RADIO

Harrisburg, Ill., Sept. 17. WMHQ took a dip into the measure and broadcast the dying words of a woman evangelist. It was part of a prayer service staged by the First Apostolic Church in the hospital room of Jeanette Flowers, 26-year-old preacher.

Place where the woman delivered what she believed to be her last message to the world was Pinckneyville, about 100 miles from here. Remote hookup also carried a prayer by the church's pastor, the Rev. A. D. VanHouse, and his choir, all of whom were grouped around her hospital bed. Services lasted 45 minutes.

The Rev. VanHouse wanted to know whether she realized that the folks tuned in were interested in her attitude toward death and whether she had any hope of being helped. Her answer was that she wanted everybody to know that she was in the Lord's hands and that if she couldn't be healed she was not afraid to die. The woman evangelist's parting words to her audience were, "If I don't see you any more on earth, I'll meet you in paradise."

Photos were taken of the dying evangelist, the Rev. VanHouse, the announcer who handled the broadcast, Eddie Wise, and the crowd outside the pickup spot.

Last report was that the evangelist was still alive.

## GYGI-WCFL WEB IS DEFERRED

Chicago, Sept. 17. Now appears that the new Gia Gi network with WCFL, the Chicago Federation of Labor station as key outlet, will not get started before Nov. 1. Originally scheduled for Oct. 1 airing, the difficulties will not permit until 30 days later.

It will fall into the growing list of regional webs and will take in some 30 independent stations in Wisconsin, Illinois and Indiana. There are continued negotiations to include the present Michigan network into this group but it doesn't appear that this deal will be accomplished.

## PRESS MUTE IN HAZELTON, PA.

Cincinnati, Sept. 17. WAZL Acting in Accord with Union Officials Is Only News-Dispensing Agency in Town 100% Shut Down by General Strike

### SPECIAL CREW

Hamilton, Pa., Sept. 17. Radio is the only medium of public expression here since Michael Hartnett, president of United Mine Workers of America, District No. 9, called a general labor holiday.

General strike, called in sympathy with the textile strike, paralyzed every activity in the community. There are no buses, theaters, barbers, or milk or bread deliveries operating. And no newspapers published.

Only Federal-licensed Station WAZL carries news of the holiday and the activities of the labor organizations. Vic Dlehm, manager of the station, arranged a deal so that six union musicians were permitted to continue work and are the only ones of more than 20,000 union members in the city who were not called in the strike.

#### Along Press Lines

Taking advantage of the unique opportunity, Dlehm quickly reorganized his staff along newspaper lines. Commercial staff became the reporters, he himself served as the editor and the station announcers took turns handling the news on the air. William Beck and Thomas Tito were the star reporters and with other commercial members covered the entire city.

Acting in the capacity of an advisory news editor is Llewellyn Richards, director of publicity for the United Mine Workers, who has a desk at the station. Arrangements were made to broadcast the entire labor parade following strike.

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## Not Censors, Don't Want To Be, Communications Member Tells NAB

Cincinnati, Sept. 17. Hampson Gay, of the Federal Communications Commission told the NAB convention we have no powers of censorship over radio and we desire none. We want broadcasters themselves to maintain, for the sake of their own continued existence, a clean, wholesome American attitude and balance, the kind that good taste and common sense suggest.

Gay made the further declaration that "nothing revolutionary is in view." There will be no drastic rearrangement apace on wavelengths he implied.

William Purcell has joined the staff of WTMJ as an announce and production man. Comes from WIBA, Madison.

## A.F.L. INTENT ON CORRALING 11 MORE RADIO ASSIGNMENTS FOR EDUCAT'L USE

### NRA Angle in Organized Labor's Desire to Add to Its Key City Radio Strength—Educational Propaganda for Employers in Labor Relations

Washington, Sept. 17. Planning to join both commercial broadcasters and other non-profit interests seeking radio facilities, as well as Federal Communications Commission, organized labor intends to present demands for 11 assignments at next month's hearings on educational use as radio facilities, it was revealed here today.

With all factions jockeying out issues and members of the FCC, growing jittery over possible political repercussions, notice was served on all parties Saturday (15) that rigid time schedule will be prepared to speed up and insure orderly procedure in hearings. Sessions begin Oct. 1 and preliminary conference is set for next Monday (24).

Attempting to emphasize on division and rivalry between various church and educational groups, the American Federation of Labor will spell a detailed plan for building up a nationwide propaganda network for its union cause, it was indicated. Believed A. F. L. already has its eyes on specific assignments now in use but plan is

being kept as quiet as possible to prevent others from stealing labor's thunder.

Having only one outlet at present, WCFL in Chicago, union labor organizations feel they are entitled to additional facilities at key points throughout the nation. Will demand opportunity to get on broadcasting at most big cities, it is understood, and contemplate using the air freely in drive to bring employees into the fold and consolidate gains made under the NRA.

Although surprised at tipoff on labor plan, industry leaders shrugged their shoulders and took the view that such a move would be the end result to their advantage by precipitating a heated fight with other non-profit organizations. Also pointed out that if other groups come in with similar demands, the commission will find itself deluged with requests for more facilities than are available.

The prospect of taking one side or the other in the revived education fight is putting wrinkles in brows of the four new members of the commission whose appoint-

## Sense of Humor Test Applied to Seattle Politicians by KJR on Election Eve

### Rosy Extremo

Cincinnati, Sept. 17. Sol Rosenblatt's remarks to the NAB convention on Wednesday (19) will be extempore. NRA administrator for amusements will speak without preparation.

### Sustainers Exchange Next Step of Quality Group Starts Shortly

Detroit, Sept. 17.

Discussions are reported in progress looking to the exchange of sustaining programs between WXYZ, Detroit, WGN, Chicago, WLW, Cincinnati, and WOR, Newark. These stations constitute the largest-powered regional web yet organised but up to now the stations have devoted attention chiefly to getting commercials.

It has been figured that the telephone tolls on a four-way hook-up will work out cheaper on sustaining than would the cost of each station producing four programs apiece. In other words, producing one show and being fed three figures an economy. Hence the stations are receptive and will shortly start a production exchange of fairly extensive scope.

Still another factor in the need to buck the network program quality.

Chicago, Sept. 17.

After a month of negotiation the new "quality group" regional web of WXYZ in Detroit, WLW in Cleve, WOR in Newark, and WGN here, is set. Horlick's malted milk will go on this four-transmitter spread on Oct. 1. WGN hit 15 minutes nightly for six times a week.

Show in Lum and Abner which has been on WCCO in Minneapolis, and lately on WGN for Horlick's, Lord & Thomas agency handling the entire labor parasite following strike.

(Continued on page 48)

Seattle, Sept. 17. A "Political Circus" on the eve of Washington's primary elections was put on last week over KJR for all candidates who had leased political time on either station. KJR or KOMO.

Whole program, designed to relieve tension "just before the battle," was one of levity.

With "The Man on the Flying Trapeze" as the theme song and with the "Ananias Party" spouting its platform, the office seekers had a hard time being serious in their one-minute speaking time, shifted each of them. There were 30 of so who spoke.

Cutting up was by prominent politicians. Judge Charles Moriarity acted as chief ringmaster. Judge Joe Sweeney, burlesquing a political talk, opposed putting a chandelier in the city hall because these dumb guys that work there wouldn't know how to play one anyway."

Finale of hour's program was singing of "Flying Trapeze" by audience of 360.

Fred Warwick, KOMO-KJR political chief, responsible for the work. His recent addition to the commercial staff as specialized in this line has shown great results.

## WHB-WDAF FEUD OVER PROGRAM

Kansas City, Mo., Sept. 17. Latest feud that has sprung up between WHB and WDAF, the Kansas City Star's mouthpiece, involves the local rights to a musical clock program. Bituation reached the boiling-over point as far as WHB was concerned when the daily pulled an ad in which the former outlet called attention to the fact that its own clock affair was still on the air.

Argument started when the Katz Drug Co. chain store operators and one of the major newsprint advertisers in town, ceased bankrolling the musical clock feature on WHB and switched its radio business to WDAF, and the Star's outfit built a replica of the clock idea for the account. WHB originated the early morning show for Kansas City eye-knickers in 1931, importing "Halloween Martin, the original musical clock announcer of KYW, Chicago, to train the WHB staff.

When the Katz chain changed stations it ran a three column ad in the Star announcing the program. WHB came back with spotlight light ads in both local papers reminding listeners that the original musical clock was still running on that outlet. But ran the ad for two insertions and then notified WHB that the thing was no longer welcome. Daily continued, however, to print the ad telling about the Katz Musical Clock on its own station.

Question now occurring to local broadcasters is whether consistent newspaper plugging can alienate an audience from a long-established radio feature. WHB is continuing the musical clock, unsponsored.

### WBAL Stymies WICC

Baltimore, Sept. 17. At the request of WEAF, Baltimore's winter, the Federal Communications Commission has deferred the application of WICC, Bridgeport, Conn., for more wattage.

Local broadcaster asked, and was granted, a fortnight in which to make ready to deserve its increased authority whether or not there would be any interference between the two stations if increase in power is given WICC a 500-watt, which wants its strength doubled during specified periods each day.

# VARIETY

## A NEWSPAPER for BROADCASTING

Currently the National Association of Broadcasters is holding its 12th annual convention in Cincinnati. Which seems to be a good spot in which to say a few words on the subject of a trade newspaper for broadcasting.

A newspaper is quite different in organization, purpose and usefulness from a magazine. VARIETY is a trade newspaper. Its radio reporters are located in over 200 towns and cities. Every week a panorama of activity in broadcasting is unfolded in VARIETY's radio news columns. This news is gathered, edited and presented with the sole thought of packing into each issue as much information concerning the complex, diverse, far flung and rumor rife industry of broadcasting as the enterprise and alertness of these 200 radio reporters can supply.

From VARIETY its radio advertising readers derive an information service that should help them in the conduct and guidance of their business affairs. VARIETY does not presume to tell anybody how to run his business, but VARIETY, in fulfilling its function of reporting the news, does provide information on where money is being spent, what program tendencies are developing, what trade politics or policies are formulating and, in short, what's new and news in broadcasting.

VARIETY's freedom from entanglements or commitments qualifies it to render the broadcasting industry newspaper service. If VARIETY has an editorial bias in regard to radio, it is primarily the conviction that salesmanship and engineering, stressed so much in the past, is only half the story of broadcasting. The other half, VARIETY maintains, is showmanship.

There is nothing mysterious about showmanship, but it seems odd that some station men continue to choke on the word. Showmanship simply means the ability to put together effective programs, to hold audiences (circulation) to satisfy the advertiser and to stay inside the frontiers of good taste (the terms of the broadcast franchise), and to make this pay.

VARIETY links the advertising agencies and network centers with the regional stations through a weekly news digest of the entire industry. And the advertising agencies reading VARIETY offer the regional stations the best argument in favor of stations using VARIETY to reach the time buyers.

VARIETY has urged radio men, and now repeats the suggestion, that they read and use VARIETY in the widest possible sense. Few station men will dispute that broadcasting's chief competitive amusement is motion pictures. And from the older amusements of vaudeville, legitimate and night clubs there is much that can be learned, borrowed or adapted. Why should a broadcast executive restrict the scope of his interest to radio and attempt, ostrich-like, to ignore the forces competing with broadcasting for public favor and popularity?

VARIETY is a newspaper, not a magazine. VARIETY seeks, it does not wait for news. There's a difference.

Read and use VARIETY as a trade newspaper, the only one, of broadcasting.

# SPONSORS SNUB WEB ACTS

## Numerous Position Shifts Among Chicago Advertising Agencies

Chicago, Sept. 17.

Advertising agencies are cleaning house and setting up new personnel in their radio departments in one of the biggest drives for radio build-up and business since other shows began. Practically every agency is making some change in personnel locally, and many are tearing their offices apart in order to put in control booths, studios and audition rooms.

Among the latest changes in agency radio departmental set-ups has George Cooper moving out of the Carroll-Kean-Murphy agency to head the radio division of the Sellers Service, an agency which previously concentrated largely on outdoor advertising. James Sheehan, former fine line program man, comes into the Murphy office in charge of other #.

Vic Lowry is no longer radio top at local McCann-Erickson agency, having last week been named account executive for United Airlines. E. V. McCormick, from the Cleveland branch of the agency, comes into the local Erickson office to handle radio.

Several additions were made to the radio department at Kastor last week, particularly writers. New setup has Ben Frost in charge of all radio, with Cecil Widdifield, Charles Newton and Hugh Johnston making up the personnel.

## Johns-Manville Discs Gibbons For KSTP Only

St. Paul, Sept. 17.

KSTP, local NBC affiliate, has set a precedent in radio with the signing of an account to a special plater job as a substitute for special bus services.

Deal is with Johns-Manville Co. for a weekly broadcast for 26 weeks, 4-M, which starts its new NBC network show Thursday (20) with Floyd Gibbons, wanted KSTP as part of its national hook-up, but no liked rest of the Northwest group of NBC stations. When NBC suggested running a special line to St. Paul for the KSTP outlet, sponsor demurred at the line charges, some \$25 per broadcast.

It was then that the KSTP sales department jumped into the threatened breach and sold J-M on the idea of putting the program on transcription for KSTP only. Since saving over special line charges was considerable, Johns-Manville okayed the idea, and will now have extra dues made for spotting in remote places where they want to create new markets for their products. Program is in furtherance of the new home modernization idea.

Inidentally, the new show, which begins on KSTP simultaneously with the national airing, marks the first appearance of Floyd Gibbons on wax.

## New Medicine on WCKY

Cincinnati, Sept. 17.

Indo-Vin, Inc., new Oney medicine firm, will plug its product via WCKY with series of Tuesday 1:15-30 p.m. vocal programs, starting Oct. 2.

Warbling by male quartet, formerly heard on this station as the Commanders, foursome includes John Dold, Herbert Mercer, Erwin Meyers and Maurice Thompson. Bert Little at the piano. Ballads, featured by special arrangements, to be main dish.

## TEXAS WEB'S 1ST

Morton Salt Account Baptizes 4 Station Hook-up

Chicago, Sept. 17. Placed through the local Ed Petty office, Morton Salt Company will take a ride on the newly formed Texas four-station network starting Oct. 21. Will hit for 30 minutes each Saturday night with Team talent in song and music.

Wide agency here has the account.

## Hearst Seeks More Time, Kw. For WINS, N.Y.

Did made by WINS, New York for an increase in power and the privileges of full time operation comes up for an airing before the Federal Communications Commission next Monday (24). Boost requested is from 500 to 5,000 watts. Other eastern outlet on the same wavelength is WMAS, Mass., Ga., with a licensed power of 500 watts.

Spokesman for Hearst's radio interests aver that the quest for added power in WINS' behalf has no network implications. All the publisher is seeking to do is obtain such facilities that will enable him to improve his air standing in New York.

In the broadcast trade WINS has always been looked upon as the key to Hearst's network aspirations. If he has intentions of hooking up his radio holdings it would be essential that he first solve his New York problem, that of obtaining full time and ample power.

## TEXTILE BITTERNESS ENDS COMMENTATOR

Macon, Ga., Sept. 17. Because some of his customers among the mill owning contingent quaked about a news item on the textile strike which Ken Kimbel, newspaper columnist and newsman for WMAS, aired last Wednesday (22), the local Chevrolet agent has called off his contract with the station. While doing his nightly stint for the auto distribs, Kimbel remarked that a local textile mill had received a shipment of guns and ammunition that day.

In explaining his action the dealer averred that as much as he liked the newscasting idea he couldn't afford to antagonize the many customers he has among mill executives, and that the best way out of the predicament was to lay off the program until the heat arising from the strike was dispelled.

## DeWolf Hopper's Job

Kansas City, Sept. 17. DeWolf Hopper will be the narrator in the broadcasts of the Kansas City Philharmonic Orchestra, which will start over the NBC chain October 14. Orchestra will give 26 weekly concerts for 30 minutes every Sunday at 2 o'clock.

Hopper will describe the musical selections for the radio listeners giving a brief story of the music and composers. Hopper will come to Kansas City from his home in Chicago each Saturday night before the radio concerts.

Walter Craig, on behalf of Street and Finney agency, representing the sponsor, United Drug, was here last week.

## COMMERCIALS SET 80% DIRECT

Latest CANVAS Discloses Shrinking Minority Representation of Networks Artists Booking Services On National Hook-Up Programs

## AD AGENCY SLANT

As purveyors of talent for commercial programs both NBC and Columbia have this season reached an all time low. Hit harder by the practice among clients and agencies of doing their shopping for talent on the outside is CBS. Of the 56 accounts on its list only six are obtaining their performing material through the CBS Artists Bureau. While NBC the percentage is slightly better than Columbia's, but even at that it's negligible when compared to the general talent picture.

Of the 61 network accounts originating out of the New York studios NBC's talent bureau is servicing eight. These are A. C. Spark Plug, Rabbit, Cities Service, General Tire, Gillette, Wheaton, American Union Bosch and Cenoco. Because of a lack of significant competing talent agencies, the situation in Chicago is far more favorable to the web. Of the 34 commercials originating from that point NBC collects booking toll on 14. Only one of these that comes within the big salary brackets is Armour, and that is while Phil Baker is part of the program.

In the line of major money bookings CBS may claim to two programs, Campbell Soap, which starts Oct. 5, and the Chesterfield series, destined to resume Oct. 1. Others for which the CBS-Artists Bureau is responsible are Brillo, He-Lax, Harbasol (with Edwin C. Hill) and the Pinex Co., which has signed actress Little Jack Little for an Oct. 21 starting date.

## Who Books

Talent sources for the other NBC commercials originating out of New York are as follows:

ACCOUNT	SOURCE
A. C. P.	Parie & Pearl
Bristol-My	He-Lax & Bowles
Candy	Foster & Ryan
Cards & Games	L. B. Foster
Colgate	Young & Rubicam
Betty Crocker	J. F. Murray
Firestone	Client
General	Theatre
Lehn & Fink	Barbraugh & R.
Kraft-Phent	J. L. Thompson
Palomine	He-Lax
Philip Morris	Brown & Root
Shoeless Joe	Shoe Co.
Trusco	Lake-Syrup-Doh
U. S. Tobacco	McCain-Erickson
U. S. Watkins	Smith & Watson
Wm. Wrigley Jr.	Thompson
Ella Jetnick	Grey Agency
Env.	N. W. Ayer
Florist	He-Lax
Ivory Soap	McGraw-Brick
Genes	He-Lax
Wm. Johnson	Kastor
Swift	J. W. Thompson
Ames Mills	R. R. D. & O.
Woolworth	J. W. Thompson
Weyerhaeuser	J. W. Thompson
Union Carb.	J. W. Thompson
Yack	Client
Mohe	Stack-Globe
Woolfayre	Lebowitz & Co.
Packard	Young & H.
Rhomoid	Fletcher &
Benzinol	McCann-Erickson
Johnson-Miles	J. W. Thompson

## Delay 640 Wave Case

General scramble for the franchise rights to 640 wavelength has been postponed indefinitely. Federal Communications Commission will have a wholesale hearing of all the claims involving nearly a dozen interests.

Application of John Shepard, 3rd, so that all may be heard at one time.

## NBC-Henri Hurst Agency Tiff Over WGN Piping of Red Heart Show

### INDIANAPOLIS UPSET

One of Those Surveys Resumes a Controversy

Indianapolis, Sept. 17.

A bombshell was exploded in local radio circles when a Price-Lane survey conducted by WKBE claimed 10% of the listening audience for the NBC affiliated outlet.

Salesmen for the rival station were kept busy calling on accounts to explain that Indianapolis has generally been exceeded by WLW for NBC listeners and that the answer to this question was deliberately ignored in the questionnaire mailed by WKBE.

## SUNDAY SOLID COMMERCIAL 1-11 P. M.

For the first time in the history of the web NBC has one day's schedule that is booked solid with commercials from 1 in the afternoon until 11 o'clock at night. It's the Sunday stretch on the red (WEAF) loop.

This unbroken run of sponsored programs won't, however, become effective until Oct. 14. On that date Jell-O debuts its Jack Benny show and in the meantime (30) Pontiac and American Rolling Mills are each due to bow in with a half-hour stunner.

## L. Esther Adds Canada; Ready 5th King Show For Rouge Addition

Chicago, Sept. 17.

Lady Esther is ready to make two additional moves; first is the opening of a factory in Canada and the placing of the Wayne King broadcast on all available Canadian stations. The second is the buying of a fifth network ride for Wayne King band, this time in the morning.

King is now doing four weekly broadcasts for Lady Esther. The fifth broadcast, which will hit in the morning, will introduce a new Lady Esther product, rouge. Time is now being set, and it's most likely to be on the NBC wires. Should start by Oct. 15.

## WIDEN CIRCULATION THRU LOCAL TALENT

Bridgeport program department, hitherto drawing talent chiefly from areas around Bridgeport and New Haven studios, is under new orders to fill schedule spots with artists representing all parts of Connecticut.

New program lineup of Yankee web will draft talent from Hartford, New London, Stamford, Norwalk, Greenwich, Meriden, Danbury, New Milford and Waterbury, with intruders into Westchester county and Long Island, where the 600-watt is well received.

Newsmen to WICC include Andrew Devillier of Durian-Freeman, Clark and Dorothy Thompson of Greenwich, Elsie Lamb, of Bridgeport, Jonny Phoenix and his novelty group of Shelton, and Betty Phillips of Sing Harbor, Conn.

Sept. 17. Los Angeles, Sept. 17. Charging that it was defamed and publicly injured by an article published in the Los Angeles Times, Western Broadcast Company (KNX) has filed \$500,000 damage suit against the Times-Mirror Company.

Suit is reversionary of KNX's solo radio battle against the radio-newspaper news broadcasting pact of Dec. 16, 1932, with complaint asserting that the L. A. Times, in an explanation of why KNX was eliminated from the newspaper's daily radio log, branded the station as unscrupulous and unreliable in its handling of news stories. Times' intent, complaint says, was deliberately to defame the independent KNX with assertedly untrue statements.

Demand is for \$500,000 actual and \$250,000 punitive damages.

## THE GIBSON FAMILY

With Don Voorhees Orchestra  
Conrad Thibault, Lois Bennett,  
Al Dary, Jack and Loretta Clemens  
Ernest Whitman, Adele Ranson,  
Gillian Vega  
Bill Adams, Anne Elstner, Quartet  
Gingers Radio Musical Comedy  
60 Mins.  
**COMMERCIAL**  
**WEAF, New York**

Another milestone in the progress of commercial radio programs is The Gibson Family, Ivory Soap's original full hour musical comedy every Saturday night at 9:30-10:30 EDT on a coast-to-coast network (radio web of 31 stations) which will hit the Coast at 5:30-6:30, in time for the early dinner crowd.

Headed as a typically American cross-section of family life it's all predicated on a homesy, romantic premise, patently designed to catch maximum audience appeal in that its pattern is primed to embrace drama, music, comedy and suspense.

This latter factor is no small order for Courtney Ryley Cooper, the author, who achieved the success of the musical comedy with the conclusion of the first chapter, although some of his dialog rambles and sometimes misses. Arthur Schwartz and Howard Dietz, who've collaborated on several of the Marston intimate-musicals, are likewise heralded in all the publicity matter as co-authors of the original songs (respectively music and lyrics) in the proceedings.

They too, have no mean task, as the exigencies of the hour necessitate the creation of almost instantaneously appealing ditties, unfurled by pilot radio or other exploitation. Each number must click with the auditors pronto and when required, take on the added appeal of mellowness. This they have done, achieving with the first original songs, "I'm So Absent-Minded," "More and More I'm Falling Under Your Spell," the novelty "Hi-De-Ho" number and the Ivory City quartet's "Cowboys" song. First times have genuine commercial possibilities, with "More and More" the surprise due to Conrad Thibault and Lois Bennett. On the collaboration clemency, the songs eclipse the i.

John, million-dollar ranch owner, in his robes to Ivory City because it's Lois Gibson, Paul Gibson (for the climax) plants the suspense thought that he's seen him knocking around the housewives and orders his away.

Crack! Don Voorhees orchestra drops a corking hit, not alone as an straight example of exploitation but for its fine musical accompaniments. Quartet is lauded—every city, which is the paolo-locle of the plot, thus constantly but unobtrusively impressing the apen-sor label on the proceedings. There are also two very good supporting characters, young Bobby Gibson and his girl friend. Don Gibson cuts kid mannerisms like flip-flops and register handily through the mike.

Comedy background is Theophilus, the veteran colored valet, butler and general man o' the house who alternately reminds of Steph Pethick's delivery and that of a nimble end-man. That character jars a bit, being discordantly unreal and overdone.

On the romantic end, book lets down in that garden scene. Otherwise it's all on a fairly decent plane of average intelligence, with the balloons doing much to further the mutual comedy affaire d'amour.

Author Cooper in broad, sweeping measures of brief dialogue on the what does a nifty job in planting and sustaining the action without becoming weary. Consider the four numbers, and their several revivals, plus Voorhees' several instrumental opportunities with overtures and syncopated specialties, not to mention the sponsor credits. Cooper really hasn't any too much time to express himself.

Everything about the production has been done with good judgment and discrimination. Adele Ranson's conservatory and many pluggets. They come at the intro, midsection and getaway, and are all nicely scripted. Jimmy Wallington, the announcer, handles it nicely.

Intermission is the longest, but not overdone, and the best. It impresses the 50 years of service by Ivory Soap to the public partly tracing it from babyhood to laundry purpose of the original advertising back to another generation, etc. It's all sold on the sympathy-and-service equation—it's "kind" to your hands, clothes, skin, etc.

Songsmiths Dietz and Schwartz get a finale plus by the ananousical reminder that the songs (titles repeated) may be obtained in sheet music from the usual channels.

Loretta Clemens, who's ingeniously doing the leading roles, and Al Dary and Loretta Clemens are the sub-romantic interest as Dot and Brother Hobby. Gibson Personating Sally Gibson (the role which Miss Bennett sings) in the dramatic portions is Adele Ranson. Thibault's

## 10 MILLION FRENCHMEN

With William Gaxton, Lester Crawford, Ramona Tabloid Musical 20 Mins.  
**COMMERCIAL**  
**WEAF, New York**

New, nifty and pioneering is this 20-minute tabloid radio versionette of a one-time Broadway musical hit. Inisted with the framework of the Paul Whiteman Kraft Music Hall hour, example No. 1 of a prospective series proved highly combustible sack entertainment which seems certain to influence radio production ideals and direction this fall.

There was a great deal to do, edit and compress. This job of telescoping two and a half hours of stage music, libretto and business into a pafty third of an hour calls for a steady nerve, a nice sense of equilibrium. Whoever did the writing, staging and deciding is hereby granted permission to wear a complimentary laurel wreath next week. Next week may be problematical. It's that sort of a hazard.

There was a judicious mixing of the various elements. Since a great deal had to be left out it was decided to include a couple of choral numbers from the singing group, quickie interludes of dialog to plant and carry the "plot" (rivalry personified) between Gaxton, Crawford and Ramona, and the Paris sightseeing comedy number, a gen lyrical and masterpiece of arrangement and execution by the W.C. Fields boy.

Indeed the sing-and-sip that the hillbilly possessed departs a great deal on the musical tempo, versatility and wham. It vibrated with the gaiety essential to musical non-sense.

William Caxton is corking. He's a cinc for radio anytime radio is willing to pay his salary (no small sack of potatoes), and his singing voice is improved and enriched by the kilowatts. His smooth reading of the lines and general authoritativeness manner stand out in big time fashion.

Slick, too, was the straightening of Lester Crawford who, like Gaxton, has the training of years in vaudeville and legit to stamp voice and manner with the trademark that can't be faked. Good straight men are as rare in radio as they always have been in the rest of show business.

Ramona, the singing piano player, romped in with her ingenu assignments. She discharged the chores with fitting nonchalance.

In all the moments passed swiftly and entrancingly. Land.

## LANG SISTERS

Bingo  
10 Mins.  
**COMMERCIAL**  
**WICL, Schenectady**

Pauline and Mary Jane Lang were born in their radio career over a year ago in radio in Ohio city and who later sang with Paul Tremaine's orchestra, bowed to WGY listeners early last winter with Johnny Johnson's band via an Albany hotel outlet. Since then they have become standard WGY act broadcasts on late-afternoon air. They're in addition to alums with jazz units at Albany and Schenectady spots, and on one of two studio commercials.

Recently the singers have been doing 15 minute slots at 8:30 p.m., thrice weekly. Advertising interpolations are made but apparently there is no one set sponsor. Odds-and-ends plugs for food concerns, etc.

Girls do close harmony, mainly pop, in smooth, modern style. They enunciate lyrics very clearly. Fair are a soprano and a contralto, respectively. Contralto, who is perhaps a bit more the showstopper, has a strong, clear voice, albeit she does not favor the high notes. There is some soloing, but it is kept secondary to the dueling.

From the angle of listener-pull, broadcasts would be slick stronger in the evening, when the younger element twirl the knobs. Male pianist, by the way, is a good one. Jago.

vocal Jack Hamilton is spoken by Gillian Vega in the dramatic portions. Bill Adams and Anne Elstner are Pa and Mr Gibson (sans singing) and Ernest Whitman, alum of "Green Pastures," is "Avalon" (ne Theophilus), the colored valet and handma-nar of the Gibson family. Loretta Clemens' cut Dot is presumably both sung and dramatized by Loretta Clemens, contralto, and possibly Bobby Gibson is a soprano both cuts as played by Al Dary, tenor. They do an exceptionally good job in impressing their characterizations. Ken Christy of the Voorhees musical organizations also rates credit for his swell arrangements and his direction of the vocal quartet and the general vocal chorister work.

A good show, a pioneering effort in this field, especially when so excellently written for the microphone, well produced and of general popular appeal. The "Gibson Family" will take its place with the others for standers.

## COLE PORTER

Songs  
**COMMERCIAL**  
**WEAF, New York**

In connection with the presentation on the Kraft program (10) of the new proven musical show, "10 Million Frenchmen," the composer thereof made a personal appearance (separate).

Like most music-creators it may be said that other people do his works better justice. However, Porter's playing and singing is of at least second string quality on its own. His manner is agreeable and no hesitation or diffidence washes the assurance of his attack. He does very nicely as an entertainer.

He sang for public approval (and probably first time) a couple of numbers from the forthcoming Vinton-Freedley musical. A gifted

## JUNE PROVINCES

Chella  
10 Mins.  
**COMMERCIAL**  
**WABC, New York**

Bankrolled by the Charles A. Stevens women's store locally, June Provinces crawls out on the Chicago Tribune's air waves five nights a week, giving talk about the town and maybe the couple of human interest yarns. Provinces is the town's leading chitterer in a semi-social sort of way.

She doesn't go in for births, divorces or other items of marital interest. She likes to tell little stories of an old woman who regularly brings a head of lettuce to some copper's horse down on Main Street, or maybe a little party at Mrs. Stanley McJunkin's, relating to that Mrs. McJunkin wore a duck green bathrobe and earmuffs, and that after tea everybody went out on the porch and shot craps.

This is really okay stuff, however, for the majority of readers, who are women, and Provinces has a large following. She was formerly on the Chicago Daily News and used to be "Giant World" column on an attraction on that paper so much so that she got a bid from the Tribune and she's over on the McCormick paper, writing under the tag of "Front Views of Profile." It must be a tough grind, since she must necessarily get new material for her broadcasts, being unable to borrow anything from her column.

A local "name," recognized as an alert, smart gal with plenty of connections, Provinces is the show's specialty on the Prairie-style, with no reference to the store itself. Which is smart. Show is smart; the spel being classy. In between chatter items the station features some guest performers. But fenders who really figure, not merely some of the usual talent. It may be group of singers from from Negro school, here to sing at the Fair, or a name attraction just passing through town. It's always a novelty.

All is all a shriekily drawn-up local commercial. Gold.

## MEMORY SONG MAN

With Joseph Lepke and Lou Weiss  
Songs Plane  
10 Mins.  
**COMMERCIAL**  
**WICC, Bridgeport**

It's the just-jolksey Lee that gets them, and that's probably why this two-a-week revival of the old-time tunes ranks as WICC's No. 1 commercial.

The singer, who is also supervisor of the radio department—New Haven Yankee webber, has built a large fan following with his bartoning of the erstwhile best-sellers. Sponsored by the Mitchell Dairy Company, it's a natural frame for padding Grade-A and the other products to Southern Connecticut.

Lepke's voice is not a standout, but he has the mike experience, gained at Yankee headquarters in Boston, and the pleasing manner that gives the program sincerity. Routine is strictly formula, pick-up letter after letter and sing-in many requests as the time allows. Lou Weiss, WICC's "Every tickler," follows at the piano. Typical selection of tunes is "Hindustani Songs My Mother Used to Sing (Medley)" by "The Light of the Shining Moon" and "Down by the Old Mill Stream."

Spotted Mondays and Thursdays at 8:15 p.m., choice time in the lower Connecticut sector. Proof of pay-roll's satisfaction is Lepke's late renewal until end of year. Miller.

## CLYDE LUCAS BAND

Sustaining  
KWF, Chicago

Lucas band is pounding out rhythm in the Terrace Garden at the Morrison hotel, but it doesn't appear to be doing Lucas any good. According to the announce, Lucas positively, absolutely and without question or fear of contradiction the greatest, smoothest, most exacting and most high, might and commanding orchestra on the airwaves today, yesterday and at any time in the future. That's the kind of build-up Lucas gets. It would take a pretty good band to follow that sort of build-up, and Lucas has only a fair band, in fact, maybe only just a so-so aggregation, and that build-up simply weighs him down.

Maybe Lucas thinks the boasting is helping. Well, it isn't. NBC is talking seriously of closing him down on the charges of announcement on remote control bands. They should start here for the benefit of NBC, the Morrison hotel and the Lucas band. Luck, and every other band, must be built on performance, not on an announcer's say-so. Lucas must realize the ostentatious announcements cheapen him in the eyes of the public. They will resent him and then dare him to entertain them.

Orchestra itself has nothing outstanding either in presentation or make-up. It's like a dozen other aggregations playing around the midwest. It lacks a solid style. Gold.

## ROXY'S GANG

Songs, Talk, Music  
45 Mins.  
**COMMERCIAL**  
**WABC, New York**

There was a lot of talk about sponsorship on this program, a rather dangerous practice since the quality is better demonstrated than the quantity. And the ABC show was the first installment of Al Rothafel's program for Fletcher's. Cedric was slow to the point of tardiness. Showmanship was shoddy if not entirely exemplified in the commercial copy. Probably Roxy had something to do with that. His next problem is to make the entertainment as unusual as the sales column.

What seemed principally amiss was the dragged-out numbers. There was Stephen Foster by the yard and Rudyard Kipling by the ream. And ballads as thick as asbestos at 47th and Broadway.

Deliberate purpose and ideal of the program is to engender in listeners a mood of peace and quiet. It's the right sort of mood for a radio show. But too quiet, too many pieces from the same musical portfolio badly cramped the program.

It is true that efforts were made to vary the pace. Sue Held was such an effort. Roxy gave her a cute build-up verbally in advance. But the song she sang was silly rather than engaging. Amidst a series of performers—Reinold Weerenbach was the best known but "Fuzzy-Wuzzy" seemed an odd assignment for him.

show is devoid-of-color. That's a weakness. It's minus on methods of popular type and strong on philharmonics. That may be okay. It's all of one stripe. And such "production" numbers as the only dealing with Riverside Drive lack the true dramatic effect punch because it's an obvious straining for effort to make a single item stand out something special into a comedy of children, or mimesis forced to give testimonials about Castro's artfully and smirky doings—told into the show. It's the most monotonous of the first programs. Land.

## LEM McCARTHY

Books  
10 Mins.  
**COMMERCIAL**  
**WMCN, New York**

McCarthy's little question that Lem McCarthy knows his stuff. Also credited with a following in the metropolitan sector. But 15 minutes of solid gold and in the honesty of his manner overcome the deficiency of this weaker tends to get along.

McCarthy might be doing a smart thing to break up the someness of constant facts. Nothing but facts. A light-and-shading is an obvious need.

McCarthy's strength lies in the combination of Kentucky WMCN's patriotic songs. McCarthy might be doing a smart thing to break up the someness of constant facts. Nothing but facts. A light-and-shading is an obvious need.

It may be presumptuous to tell a distributor how best to reach the homey. Distributors are supposed to be experts. Yet there's growing appeal in mass as dubious as dubious. That's practically what the applications to buy amount to. And with cartons of cigarettes as prizes for letters on how listeners persuaded friends and relatives to use Kentucky WMCN's favorites. It sounds as if the sponsor confers a definite desire to boost sales with a civic duty incumbent upon all patriotic citizens.

McCarthy ranges from horseshoes, a major love, to yacht racing, shooting, golf, tennis and movies. His intimacy with sports and specimen is uncontested. No reason why he can't be a hang-up job for Kentucky WMCN. Criticism may be less urgent right now, but over the long pull day after day a little verbiage comes under the head of constructive suggestions. Land.

## FORD RUSH

And Ralph Walde Emerson,

10 Mins.  
**COMMERCIAL**

WLB, Chicago

This show has the knock of homely showmanship better than any transmitter heard around these parts. His performances are a perfect touch for old-folks-at-home that must make it a popular listening among the midwest listeners. They can get homey without being too cloying or too oozy. Rush, for instance, can ad lib and chatter and sing to his listeners pleasantly with out gushing over them.

He is sponsored by Sears Roebuck for Kenmore vacuum cleaner and selling the air in the early morning for the housewives. Caps is handled cleverly in a straightforward manner. This presentation sales spiel. Its listeners oblivious of directness. Both in the type of show and in its sales phrasing. Emerson is pumping the organ both for the Rush accompaniment and for a couple of solo tunes. In all pleasant 15-minute morning. shot it must make a good will for Sears Roebuck if not an active selling point.

Gold.



RESUMING  
September  
Nineteenth

WHITE OWL CIGAR PROGRAM  
WABC Wednesday, 9:30 P.M., E.D.S.T.

GEORGE  
**BURNS**  
and  
GRACIE  
**ALLEN**

presenting  
"THE ADVENTURES OF GRACIE"

direction  
Lester Hammel  
WM. MORRIS  
Agency

THIS ANNOUNCEMENT  
IS MADE PRIMARILY  
TO ACKNOWLEDGE THE  
KIND CO-OPERATION  
OF THE J. WALTER  
THOMPSON COMPANY

# Chi NBC Sets Up 'Reviewing' Service; Offers 'Constructive Criticism' to Locally Produced Comm'l Shows

Chicago, Sept. 17. NBC here is instituting a policy of giving all sponsors a complete reviewing service. All members of the program board, which includes the artist's head, the program chief, publicity director and musical chief, listen to three commercial programs each week, and, at a special meeting, discuss the presentation, talent, merchandising angles, sales copy and other angles with the salesman who is handling the account.

Endeavor is for "constructive criticism," program board submitting its idea for the betterment of the program to the salesmen, who in turn takes it to the advertising agency, if any agency is in on the deal.

Reviewing service is indicative of a new policy of the network, and the increasing desire of the web to keep a stricter watch on shows that go out of its wires. Being unable to come out quite bluntly and revise sponsors' programs, network believes that it will be able to accomplish this end through the medium of reviews.

NBC is known to be skittish about agencies and sponsors preparing their own shows, and using NBC merely as a mechanical institution. Network is not particularly happy lately over a couple of new shows this year which have been prepared totally in the agency's conditions rooms, with NBC having nothing at all to do with the building or presenting of the programs.

## Mistletoe Renews on WJD Horse-Racing as Station Adds New Biz

Chicago, Sept. 17. Mistletoe Gin company last week renewed its contract for sponsorship of the horse racing broadcast over the Ralph Atlass station, WJD. Despite early fears that the racing broadcasts might raise some squawks, show has proved a click with the public in the midwest, which have apparently gone completely horse-conscious. Although the broadcasts have been in 13 weeks the station has not received one yelp. Also adding to the revenue on the horse race broadcasts is Humphrey Brewery, which goes on the show for six-times-weekly plugging.

Other sponsors set last week through Herb Sherman, advertising manager, were the Eaton Paper Mills and the Marquette Oil Company. Eaton Mills will hit once weekly with a graphologist, telling the public what their handwriting shows, while the oil firm will spread a 30-minute session of orchestral and vocal music.

## WHK, Cleveland, 9-Man Unit Okayed by Union

Cleveland, Sept. 17. WHK, Cleveland, has concluded its negotiations with the Cleveland Musicians Union for the season. There will be nine men on the station staff. These will include Louis Rich, who will continue to act as the station's musical director.

WPK group will be versatile. Besides acting as a straight ensemle the group will be capable of dividing into dance, hot or string units.

## Bennie Gunnar Wig

Rochester, Sept. 17. Gunnar Wig, general manager of station WHEC, Rochester, is completing seven years' broadcasting hot-wire minor league baseball games with the playoff series this week. Doyle Texaco, sponsor, already has been signed for next season by Hart-Conway agency. Manager Wig has made it a highly popular broadcast during the playing season, handling both games at home and abroad.

Dodge Texaco has signed up for a 15-minute sports review by Manager Wig every evening at 7:45 from Oct. 15 to the opening of the baseball season. Chevrolet has had this program during the summer.

## Sponsors-Agencies

**Household** program, only jointly-sponsored broadcast at WHAM, is now on Monday, Wednesday and Friday mornings at 9:45, added day following pickup in client interest. Mary E. Freeman has conducted this co-operative program since 1927. Monday program uses music of the World Program Service, Wednesday novelty orchestra, Friday concert group.

Current sponsors are Bond Bread (Batten, Barton, Durstine, and Osborne, New York City), Scott Tissue (J. Walter Thompson, New York), Celorogen (Van Sant, Duvalle, Baltimore), Oakite (Richard New York), Scott's Emulsion (Marshall & Traft, New York).

**J. Moing** resumes its "Hostess Counsel" series with Josephine Gibson over NBC's blue (WJZ) Oct. 15. Program will have three a.m. spots a week.

Eileen Douglas will handle the stanza for the Marion agency.

**Old Gold** has aligned itself with NBC for the first time in the cigar's career on the air. Account, which has always been on the Columbia books, will usher in Oct. 6 a Saturday evening football review with Thornton Fisher as the commentator.

**Benson & Hedges** cigarettes now handled by Morenals Associates, New York.

**Tasteezeat** has a new by-product, Vilam, along with its candy and gum products. Samuel Herman and Eli Green have the top berths in the corporation, recently remapped. Dorland International Agency, New York, handles.

**Gala & Pielash** agency gets the potato-dairy feed portion of Quaker Oats account.

**Ferry-Manly** agency, Kansas City, picturing radio activity for Faustus Starch.

**Boromus** agency, Boston, has Martha's Vineyard Club, Chowder account.

**William Rankin** agency, New York, may place some radio business for Nu-Tecno wallnish.

**Rothschild & Sons** agency, Chicago, nursing radio possibilities of Kansas City overall firm, H. D. Lee Co.

**Underwood Deviled Ham** account which represented by Richardson Alley and Richards agency, New York, is displaying concern in a radio program to employ juvenile talent.

**Rose-Martin**, Inc., agency, is placing time contracts for the Lewis Hotel Training Schools.

**Zinn and Meyer**, Inc., agency, New York, is handling International Vitamin, whose product, L.V.C. Pearls, will again sponsor Uncle Dan over WOR, Newark, starting Oct. 1 on a 26-week series of half-hour programs.

**Williams-Saylor** agency, New York, is trying radio on behalf of Gary & Co.'s "Style Set Hair Line." Will use Paul Gulick, "The Man Who Knows Hollywood," over WOR, Newark, starting Sept. 23.

## Wax Works

**Midwest Facial** has new 15-minute discs, titled "Through the Looking-Glass" with Frances Ingram and time has been purchased for their use on morning broadcasts over various stations, including WGY, Schenectady. Present batch are duologued titles by Miss Ingram and her assistant, Morton. The girls worked briefly on the previous pictures.

## KSTP's 3 Sponsors FOR NEWS BULLETINS

St. Paul, Sept. 17. Only one news period—the newly-created 7:30-8:30 a.m. spot—is open to sponsorship over KSTP.

This station has been singularly fortunate in selling its news time, with Nevons (dry cleaners) on for four daytime periods, Maurice L. Rothchild (clothing) on the 10 p.m. spot, and now Petroleum Services Co., through the McCord Co. agency, buying the 6:25-6:30 a.m. period.

Besides those seven major periods, KSTP sprinkles in bulletins whenever news is of sufficient importance to warrant a break-in.

## TACOMA SEES RADIO-PRESS TRUCE

Tacoma, Sept. 17. Completion of the radio-news paper "set-up" is rapidly changing color in the Pacific Northwest with indication that newspapers and radio stations will sign pact of mutual non-aggression.

Frank B. Baker, one of the West's largest publishers, has broken the ice with his new tieup with the local KVI (CRB) station. Similar deals in Seattle and Spokane are in the offing. Portland stations and newspapers are already tied in and are getting along nicely.

Local station KVI has already begun to cash in on its tie-up with the largest Tacoma newspapers and expects to offset in a short time any public sentiment created by the press against broadcasting.

## Roy Durstine a Daddy

Roy Durstine head man at Batten, Barton, Durstine & Osborne, became the father of a son last Saturday (18). Arrival was at the Doctors' Hospital, New York.

Mother and youngster both reported to be feeling tip-top.

## WCAU Engineers' Must Not's

Under date of Sept. 10 regulations governing the conduct of engineers at WCAU, Philadelphia, have been codified in 10 clauses. Negotiations are reported pending between the station and its technical crew with regard to the acceptance of a working agreement.

Official regulations are as follows:

1. Every man is to report ready for work at the time specified on the watch list and is not to leave the building until the time shown on the watch list as being the end of his period for the day. If any man is late in arriving for work, he is to report it by office communication on that same day.

2. Every man is to report to man or watch in master control when he leaves and re-enters the building for lunch periods or for any other purpose. Master Control will make notes on this and forward to this office each morning.

3. There is to be no smoking at any time in any of the studio control rooms. For the present, smoking will be permitted in master control.

4. There is to be no liquor used by men on watch—either in or out of the building—not are they to report for duty with liquor on their breath.

5. Every broadcast technician when answering a telephone will give first his location and then his name—regardless of what phone is being answered.

6. Your badges or keys are not to be loaned to anyone for any purpose. If they are lost, it should be immediately reported to me by office communication. Men will be held responsible for loss of company property in their possession.

7. There is to be nothing thrown from the windows of the building at any time.

8. There is to be no personal work done during your hours of watch and there is to be no work done on radio sets in our shop without proper authority. The broadcast technicians will not enter the employ of any other organization while working for WCAU in the capacity of agent, solicitor, etc.

9. Suit coats will be worn by all men at all times in this building with the exception of men working in the shop.

10. Coats, hats or other articles of wearing apparel are not, for any reason, to be left or kept in the master control room. Lockers are provided for this purpose.

11. Personal telephone calls are not to be made or received by the broadcast technicians in this building, except in an emergency.

12. The men will not receive visitors in the master control room or any other place in the building during their hours of watch.

13. When men are not engaged in programs or other work, they will not lounge in master control, reception room, the 8th floor or the corridors. There is a room provided on the 8th floor for that purpose.

14. The men will not read newspapers, magazines, word cross-word puzzles or anything of that nature during their hours of watch.

15. The technicians in master control will not lounge in their chairs with their feet on the desk but will, at all times, present an orderly and business-like manner to the spectators in the 8th floor corridor.

16. The technicians in master control are to see that this room is kept clear at all times of persons who have no business therein which relate to both members of this organization and their persons outside of it.

## Package Medicine Industry Looks For Downbeat as Stations Insist On New Copy, Time Restrictions

### RADIO-PRESS BUREAU SET UP IN SEATTLE

Seattle, Sept. 17.

Installation of the Radio-Press Bureau program in the State of Washington, long delayed by the recent longshoremen's strike conditions, went forward last week when leading radio station heads of the state met here for a conference of this type by the NBC offices locally.

Following are the stations in the set-up, which starts operation immediately: KOMO-KJR, KOL, Seattle; KMC, KVI, Tacoma; KUT, Walla Walla; KIT, Yakima; KPO, Wenatchee; KHY, Olympia; KXO, Aberdeen.

Most active in news deal is KOMO-KJR. The two stations, combined under the staff and banner of Totem Broadcasters, Inc., are forming a regular newspaper of the air ("The Totem News-Reporter") with a local city staff of four: Albert Baich, publicity director; Ralph Jones, editor; Helen Stryker, society; and Ruth Holton. Editorial and divorce news is definitely cut. Other stations in the set-up it is thought, will put at least one man to gathering and editing the news reports, which will go on each station simultaneously three times daily.

In what might be looked upon as the first actual operation of the system, though not a Radio-Press function, the stations on the chain, plus three others, co-operated extensively by means of a telephone conference to bring almost continuous reports of Washington's primary election results last Tuesday eve.

### REGINALD DENNY SHELLS

Los Angeles, Sept. 17.

Reginald Denny will be the film guest star tonight (Monday) on the NBC coast Shell Show.

He will appear in an air adaptation of the one-acter, "Drums of Oude."

Chicago, Sept. 17.

Patient medicine situation is worsening both the stations and the manufacturers this season. That certain changes are coming in the copy and style of selling cure-all is unquestioned. But the worry is whether or not changes will injure the sales job for these patentmen. Stations are generally taking the out-and-out stand that patent medicine copy must be cleaned up and toned down, following the setting of this policy by the NBC offices locally. Stations feel that with the recovery of general business they are not dependent on patent cures for revenue and can therefore be more high-handed with these sponsors.

All "tear" copy is being torn out by the roots. Clean-up is thorough, especially on the major transmitters. This clean-up has been influenced considerably by the recent Legion of Decency campaign in regard to motion pictures, and the stations seem to feel that such a drive may also include radio if the other does not immediately do a little scrubbing on its own. Accounts which previously got by without any difficulty are now being scrutinized as to the style of delivery and copy content.

### Brinkley in Cold

Doc J. R. Brinkley has been generally refused entirely, although he has offered to buy six 30-minute sessions right across the board on an irrevocable year's contract. Cystex, having contracted for time, is now having difficulty getting all its copy through, several changes having been ordered in the script by the stations. Willard Tablet has run up against almost a concrete wall in its use of the "Willard Messenger" and use of medical language. This happened early this summer when stations generally insisted that the messenger not mention the word "ulcers." Elimination of the fear word, "ulcers," resulted in an immediate drop of 20% in the amount of inquiries to Willard, a serious decrease for a product which depends solely on letters and inquiries.

### Copy Rewriters

Aderlik's has already settled—for most of its time, but the stations are now anxiously awaiting the copy. Pluto is running into difficulties generally in placing its spread of spot programs throughout the country. Not only having trouble with copy but the stations are making it as difficult as possible by refusing one-minute and even five-minute spots to the product. Insisting, in many instances, on 15 minutes or nothing. Stations feel, they can afford to be as skittish as they want about the patient medicine accounts.

Not only are the stations changing copy, insisting on full 25-minute schedule, but are now even refusing any guaranteed time to the packaged doctors. Stations are naturally dealing with these medicines only with options permitting the station to move the show at will, most of them angling to shove these accounts into the mid-afternoon and late night periods.

## Even-Up Providence Is WPRO Idea; All Three Stations Store-Owned

Providence, Sept. 17.

WPRO, Cherry and Webb station and George Sterer affiliate here, the smallest of the three outlets in Rhode Island, is expanding its operations, and within a fortnight it is expected that two other stations will come under its wing. Plan calls for the operation of units in nearby Pawtucket, and Fall River, Mass. For purposes of transmission, WPRO has built giant towers in the town of East Providence.

Allen Martin, program manager of WPRO, has been given charge of the expansion. Idea is to give WPRO a more even break with WJAR and WIGAN. All three stations are operated by department stores.





# **COMMERCIALS**

WEEK OF JULY 20

The Department has sponsored programs in both research and improved effectiveness under the administration.

All this is to be taken otherwise used. Where our children  
the two or more programs they are being conducted.  
An analysis before some television advertising agency building

Wednesday 16 (Wednesday) 17 (Thursday) 18 (Friday)  
 To (Thursday) 19 (Friday) 20 (Saturday)

W. W. Young  
Tele. 2-6000  
P.M.  
1000-1100 A.M. and  
1 P.M.  
C. C. Powers  
1000-1100 A.M. and  
1 P.M.  
W. H. Pease  
1000-1100 A.M. and  
1 P.M.  
H. C. Smith  
1000-1100 A.M. and  
1 P.M.  
J. C. Gandy  
1000-1100 A.M. and  
1 P.M.  
F. J. D. Johnson  
1000-1100 A.M. and  
1 P.M.  
R. E. L. Johnson  
1000-1100 A.M. and  
1 P.M.  
J. C. Gandy  
1000-1100 A.M. and  
1 P.M.

Приложение № 1  
Справка о продаже  
Город: г. А. П. Петров  
М. Г. в. д. 1998 г.  
Номер: 1234567890

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## New York Radio Parade

Dr. Nalini Ravalli

During October, Republic & Imperial Agents have the New York Tax Comptroller Composing several bills to send to the state legislature. Among these is the T & T. Last week at 10th & A.T.Y. returned to a Committee along having to do with the different methods of compensation others during the years since the Legislature enacted the Payments. Harold Long left, placed the intended legislation and a large sum of documents which were used. The New York office filed the above and made a recording to file in the case of later extending compensation. PRE-1000 Star up for the agency where all the subsidiary companies come together will be one of a

**Key to Grand Chipping?** In certain areas of the Northern Rockies, data from three separate sources—Collier, Wright, myself, and others—have been used to determine the key species bearing to identify the chipping woods for northern portions of the Park (see text).

With all the members of the Washington City Police Force absent at better breeding to 1000 of 4000 horses in New York, there was no one to oppose the President's demand. A number of men who were putting the crop on their capitals also planned their holiday in Europe. By 8 o'clock he had to get away if possible. The broadcast advised him that as he planned the New York trip he would be home in the usual exchange. Thereupon, he was available or turned into a radio talker and remained all the time the President's friend and helper to the end. When the house fell in fire, he

**Bob Taylor Changes**  
William A. Taylor, traffic manager at WABM, has been promoted by management to a position formerly occupied by Captain Bill. In place of the traffic head will be Charles and G. R. Powers as co-managers.

William Wright Jr. maintained dinner tables and a four piece orchestra at his residence at 1010 Bay 10 weeks. Tales for the Sunday Press show that WEC which is by feature radio stations did what it could do about getting higher marks on the Sunday report. Harry Bell of Radio Art to make arrangements with the Sunday Press that the program be held at Albert Karpoff's home with the Dodge 1000 crew of hosts starting Oct. 10 with Eddie putting him up from his home town. Eddie Karpoff will be on the air for WENR this fall to report amateur reporting all the Pennsylvania State games. William Landis master of the Landis Trio will conduct. Bill Wright their original director left the trio. Five hundred of Landis' friends returned from a two year vacation last week. Derting took and the bandstand by temporarily taking down into the ditch and in obtaining a complete set of drug stores and a word of cheer. George Russell of WEC gives dogs a round robin for their weekly drive. John French, July 1st Member of the 1930 team at Lamont had Al stopped a few minutes after supper. French then

**Obituary**

What do you do with an older man named Fred Atiba of no apparent wealth the other day? I take him to the bottom of bird heaven, said the East Wind of cold to keep me to hellish the radio news. James Thompson died at 60 as a Marine commanded ship by U.S.A.F. While Jacques Chirac will remember him mostly from Parisian photos that he was part of the French forces in Vietnam and his last battle for the Navy he died alone at 80 in a lonely house in Normandy. He was about as long and tall as I am. His second marriage was to Mireille Fabre and engineer of 1000 word documents, is his wed Ruth Marguerite daughter of the late king of AF in Tennessee.

Richard Hughes and his illegitimate Thompson have just signed a new contract between them. Henry King recently visited at their French villa where for a couple of weeks before returning to 20th Century Fox of R. H. Frazee Co. to J. W. Thompson American film dept. Plus to write in his old Hollywood Marlowe's best selling stories and of course to do the same in other countries.

**Signed By**  
Roxanne Bechtler leaving NBC for Warner & Hershong. Her contract from NBC to MCA Corp of America, covering three years, was signed by NBC at Broadcast and the two re-entered their third wedding anniversary last Sunday. Roxanne David leaves the Hollywood house tomorrow for a month-long vacation, returning back to NBC as the substitute actress for an opposite-number replacement to all staff employees off-camera. NBC has had it for the last three days. She'll replace her old co-star, Linda Lee, who has replaced the NBC program. Roxanne Wright, the new star, will record "From This Month to Next," a Rapp, Rivers and Snyder composition, later this month, during their West Coast tour. Roxanne David's place is being held by a 10-year-old actress, and Shirley Bonneyberry, who had other projects, gave up her job of one day, the 11th instead of 10. That is the length of the contract. Roxanne David's first NBC assignment will be a two-part series titled "Miracle," plus segments of "Night of the Living Dead" on the weekly program. "They don't like you to do more than play," says Hoffman, "so I'm the Rubber Man." After the show, she'll be the head of NBC's department of television for women, then full professor. "I'm the first of my kind of teacher," she said, and her first class will be in October. "You can't teach anything else," she added. Roxanne is from Boston and is going to Atlanta to live. In the end, she doesn't care where she ends up.

**RAYMOND  
KNIGHT**

A. G. Spark Plug "Cushion"  
Saturday, 10 P.M., Back to  
Town, W.E.A.F.  
"THEATERVILLE" W.E.A.F.  
Telework  
Starting in Radio Broadcast  
Now Playing Third Session

# **LEON BELASCO**

Poste di Capo  
post office: 2000-1900-1800  
St. Lucia Street, San Juan, Puerto Rico  
Telephones: 1-1111-1111-1111  
11-1111-1111-1111

**ABE LYMAN**

Mme. ERNSTINE  
SCHUMANN-HEINE

## Cast Fendits, KNX And KWFN Fighting Again Over Talent

Los Angeles Sept. 17.

Those ancient feudists of the great lines, KJLJ and KWFN, are at each other's throats again. This time it looks like the skirmish will be carried to a point of bloodletting. Both sides are digging in for a battle scrap and the heavy artillery has been drawn into position.

Current breach was caused by the CBS outlet again springing off Warner spot's crack serial, *American Carrion*, now in the third of its 20-week swing. No sooner had KWFN announced that the Ray Van Diver air drama would be scripted around incidents in the life of Ben Franklin than KJLJ got Edward Lang busy on an epic titled *Benjamin Franklin*.

## On the Air!!! WABC-CBS (Sept. 13)

Excerpt from N.Y. "Post"  
Sept. 14.

"A new comedy team has hit the scene and appears on radio every day and night. They are known as Jay Miller and Sally Parker. Miss Miller is said to be the daughter of Mickey Criss, Jr. The material they are using is much brighter than the average, and they deliver it with vim. They have been on the air since the break of a radio career. The simplest way of describing them is to say that they are like the New Brothers and Allies, but that might make you jump to the conclusion that they are an imitation. In reality, they are original. Miss Miller is creating an other type of comic talk show, permitting density." — *Alfred Steele*

## In the Theatre!!!

## JAY MILLS

WITH

**SALLY PARKER****RORY, NEW YORK**  
(The Week, Sept. 14)Management:  
Twenty-third Street, North  
Broadway—MARTIN COHEN

## ROY FOX AND HIS BAND ON TOUR B.B.C. NETWORK

## EMERSON GILL AND ORCHESTRA

ANTLER HOTEL  
COLORADO SPRINGS  
MISSOURI

## VIVIAN JANIS GIRLFRIENDS' BROTHER CHICAGO

Miss Vivian Janis  
1019 Broadway  
New York City

## COULDN'T FOOL 'EM Amateur Touch Couldn't Be Faked By Professional

Charlotte, N.C., Sept. 17.  
Experimental laboratory period over WBT where all novelties are given a try, established its ability to select talent last week when a professional radio enter- tainer fled in along with the amateurs, and was immediately singled out for a program.

Jane Bartlett pianist and blues singer, late with WITAM, Rochester, N.Y., and other stations, sought an audition on the experimental laboratory. The program department called her in for some questions. The boys just didn't see how her radio technique could have been acquired over night.

She admitted professional experience and said she just wanted to test out the laboratory.

She is now booked regularly for the "Whenties," six times a week plus.

## New Ryan Program on WGN-for Thompson's

Chicago, Sept. 17.

With the World's Fair drawing to a finish, Quin Ryan will change his show on WGN for Thompson's restaurants. Previously concentrating on World's Fair reporting, Ryan will become an inquiry reporter for a short survey of interesting people in interesting jobs.

Will interview the weather man, the man who handles Lake Michigan water supply crib for Chicago, the police announcer on radio patrol cars, and others of that type. This style of reporting has been done in newspapers, but Ryan's experiment will figure as the first time this stunt has been pulled in radio.

## Hartford Looks Good

Hartford, Sept. 17.

Pub. WTC and WDCC Hartford. Two stations report that most of their weekday time for nights starting October 1, has been filled with sponsored broadcasts.

Motions have available only a few spots after 9 o'clock and are turning away from requests including short announce order. WTC has assumed the policy of refusing to take flashes after certain hours in the evening.

## HAL COHEN ON KDKA FOR FACE LOTION ACCT.

Pittsburgh, Sept. 17.

Bernard W. Cohen theater columnist and critic for morning Post-Courier has landed an air commercial over KDKA. He goes on for Neabreeze face lotion on a Friday night weekly spot with quarter-hour of chatter about stage and screen personalities and reviews of current films.

First time for him on air. Reed Advertising Agency of Pittsburgh appointed Cohen an Neabreeze account. Starts Friday (1).

## THE NBC-CBS LINES FOR 1-TIME PROGRAM

Cincinnati, Sept. 17.

Programs made at WBT in the NBC red net and WKRC local CBS outlet were used at sister time by May Stern & Co., Cincinnati furniture store, for one hour each celebrating spurious golden anniversary.

Program originated at WBT and had following Crowley agent, W. John Stoen and the Flying Dutchmen orchestra, Charlie Laemmle, Oscar Mary Elizabeth Woods, soprano, Jack Goller, m.c. and McCormick Brothers. Up-to-the-minute was complete and marked first time for a chain station here to air a 100-name name of exposed WBT.

Tulsa, Sept. 17.

President was on isolated in Falls insulation and Sunday night, when the Reddickers, Reddick Publishing Co., bought a 30 min. slot on all four local stations, WBT, WO, WO-B and WFB and tied on together for a solidly cornering broadcast in honor of the firm's 50th year.

Program, which originated from studios of, and was framed by studio WBT, comprised review of highlights in of nation's history with patriotic company on luggage.

Police John informed an ensemble top scored by Karl Lappay. Promotional talk pointed the moral. Jim Kiernan presented the review.

## Now They Know

Charlotte, N.C., Sept. 17.

WBT forced a showdown with the Southern Conference regarding the broadcasting of fall football games. Station 211 arranged to cover all important southern conference games. Then came the argument back and forth that ended with the filing.

The Southern Conference prohibits the broadcasting of all regular season football games played by Southern Conference teams, which in Southern Conference institution is a participant.

## WFBR Signs Tompkins

Baltimore, Sept. 17.

WFBR has signed for weeks a continuing series, "Having One," Tompkins former European newspaper correspondent and currently most权威的当前事件评论员 on station's air波段. He used company.

Will conduct a column news regularity slot, 6 to 7 P.M. His first program, "Having One," in spite of being out of daily broadcast by 10 mid events and on his air波段的空缺。

For Tompkins' column, WFBR has subscribed to the best other news service. To be had, Tompkins out of N.Y.

Ruth Keefer Back

St. John, N.Y., Sept. 17.

Ruth Keefer of St. John, New York, has returned to Gotham after a period recuperating from severe sinus infection. A member of the cast on "The Old Folks at Home," Broadway, she was to be seen in Newark, N.J., for several weeks following. The actress also paid a visit to London for review of her home. She returned to New York by rail.

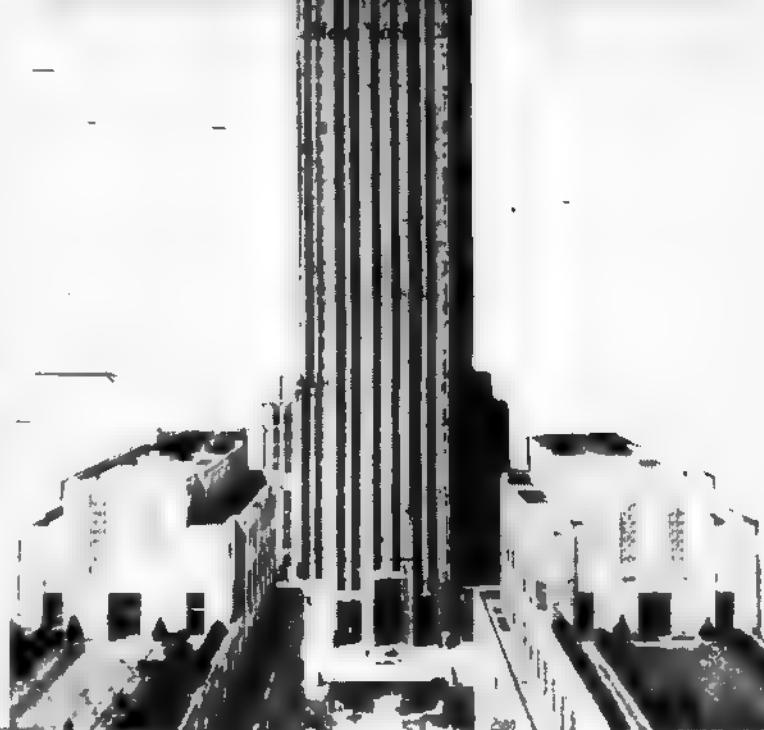
## REMICK MUSIC CORPORATION

Announces New Address

## R. C. Remick Building

1200 Broadway, New York

## ROCKEFELLER CENTER



## Radio Chatter

### New York

Station WMAR, Troy, celebrated its 12th anniversary Sept. 10. On the program were entertainers who broadcast on the first night. Chief Operator H. D. Harris has a new assistant, Warren C. Stoker.

Warren Prate interviewed Joan Lowell, making a s.p.a. in Glens Falls over WULC, Hudson Falls.

Wally Allen, manager of the Keeley Theatre, Elmira, is the "Movie Man" in a film chatter broadcast over WLEB.

After two months' absence the Ferguson Kiddie Kabaret has returned to WESG, Elmira.

"Blossoms of Melody" is a new program on WEBC, Elmira. Composing this vocal and instrumental group are Clarence P. Lewis, Ruth R. Lewis, Florence Johnson, and Edna Thomas.

Otto Sosolovich, radio singer, stayed while visiting friends in the Adirondacks. And his yawn continued for most of the day. Two physicians have been called to set Otto's dislocated jaw.

Allen Burgess and John McKeeman of Hudson Falls used a six-meter shortwave portable broadcasting net to tell the story of a Glens Falls golf tournament.

Annie, Judy and Zeke headlined the vaude bill at RKO Proctor's, Troy.

Mary and Johnny Lee sketch over WOKO, Albany, is nearing its 60th broadcast, which is something of a record for WOKO. Mary is Miss Jim King, and Johnny is Johnny Lee, staff announcer.

Henry M. Neely, "The Old Starter," is back on the job as m.c. of "Two Guests in the Balcony," NBC announcer.

Howard Clancy again announcing the "Canary" program, featuring Barry McKinley, baritone, and Ray Binaria's orchestra, over the NBC red loop. Ben Grauer had the assignment for a time. A young woman is working with Clancy on a build-up of the letter writing department.

Irving Lehrer back with Dave Green's pub staff.

Johnny Green's program over CBS, "The Modern Manner" will broadcast from the CBS Radio Playhouse on 45-minute schedule after Sept. 21.

Easy Ares will say something about bridge in their scripts when they resume for Job Sals on CBS Oct. 3.

Kay Macrae's soprano now gets an airing over four New York stations: WINS, WDNX, WNYC and WAAT.

Abe Lincoln returns Friday, (8) from his vacation in California and Minneapolis, bringing with him Vivienne Segal, Frank Main, Oliver Smith and Howard Clancy. Bandman trouped them along for his Phillips Magnetics broadcasts, paying all expenses. Also line charges.

Pord Price will give a sustaining pay-by-play service to Columbia University football games over WOR. He also has a sporting association four times weekly bankrolled by Menmons. Another sponsored sports commentator on this station is Gabriel Heister. Bruno-New York, Inc., is his buddy.

Lulu Lee and Ethel Herman continue the program of Bob Dudley this week over WOR.

Dave Green's radio p.a. staff now includes Milton Rubin, Irving Kohner, Jack Shear, Hugh Wedlock, Jr., Howard Snyder and Ralph Herman.

### Ohio

Paul Gerchman, violinist from Philadelphia, joining WTAM, Cleveland, this week concert master.

William Brown, former concertmaster of WTAM, becomes new music director of WGAR, Cleveland, besides doing violin recitals Sundays. Staff's reorganized orchestra now includes Ted Haustenberg, Rev. Silverberg, violinists; Charles McDaniel, cellist; Henry Pilcher, piano; and platos.

Musicians' Union and WHK, Cleveland, finally settled station band troubles by agreeing to a staff of nine: Louis Rich as conductor, Emil Shiro, Harry Steinbacher, George Klein, Harry Walter, Ray Shannon, Lawrence Brusky, Vernon H. Percy.

Ann Head, Cleveland, awarded first place in WHK's Vicks auditions for CBS contests next month.

### Wisconsin

Don Gordon, a new arrival at WMJ, has been with KPAH, KHIO and CBS Chicago studios.

François Butler Ayer, prominent in Milwaukee social circles, handling WMJ's daily woman's feature program, "What's New in Milwaukee."

WMJ has closed its seventh consecutive season of broadcasting

baseball and is ready to start the seventh season of football, with the most extensive schedule to date, including all University of Wisconsin games, plus all Green Bay Packers professional games and some of Marquette University games. Of the total of 12 broadcasts, all but four will be taken direct from the field of play. Russ Winnie, WMJ's new sports announcer, will handle all games. Seven remote control points now drive WMJ listeners an interesting variety of late evening music from the pick of Milwaukee entertainment spots. They are the Schlesinger Hotel dining-room, Tivoli's Chinese Restaurant, Vanity Cafe, and the Hotel Winona, both rooms, Clinton Country Club, and the Old Heidelberg Restaurant. The Eagles' Club ballroom also will have a wire when it opens the end of September.

Gifford Trading Company over WMJ, Milwaukee, with four programs a week. The 15-minute station market installations spanned throughout the day and a 15-minute program, featuring Five-side Quartet, is broadcast from 6:15 to 6:30 p.m.

### Texas-Oklahoma

Pat Shannon has joined KOMA as announcer, succeeding Jack Keeney, who goes to Birmingham.

Bob Green, from Los Angeles, is KOMA's new continuity, etc., writer.

Orion Button, Tom Banks and Orion Howard, all KOMA transmitter technicians, vacationed in such spots as Mexico, Missouri and Chicago.

Ralph Nobles, manager of RBC's San Antonio outlet, KTSA, is back after two weeks' illness.

Roy George, one of the soft voiced Georges, was transferred from KNOW to KTSA as announcer.

Orvin Hamm, formerly with KONO, San Antonio, left an advertising agency to take an announcing position with KTSA.

Walker Hancock has returned to WAFB, Dallas, music staff after a year in which he played and sang in theatres.

### Illinois

Boyd Shiff, NBC, Chicago, music director, wrote a football march that is to be used by Notre Dame for lining in the shirts during football practice.

Another hour guest artist list includes Donald Novis for the 21st and Jimmie Mattox with Billie Lynn and the Song Peppers Quartet for the 25th.

Bill Ray of NBC press dept. on a vacation.

Judith Waller, NBC educational director, on a tour talking to societies about fall programs.

Sinclair Minstrels to celebrate their 30th program Oct. 23.

Wanda Graf back from vacation.

John Downey, CBS hostess, engaged.

KYW studios have been repainted. Kubl Hobmann, Harold Barnes, P. T. Barnum, Ashley McKinley and Harry Von Zell in from New York to ready the Byrd broadcast over CBS.

### Pacific Northwest

Fred Warwick, KOMO-KJR, Seattle, commercial man in charge of politics, leaving the fate of his political career in the hands of the voters, as he departs on Election Day for an Olympic Peninsula vacation.

Violet Garrett joining the KOMO-KJR, Seattle, staff as the new day hostess, taking over the duties of Alice Cooper. Her responsibilities are going to spread more than singing.

Robert McCaw, formerly director of radio of University of Southern California, has joined the publicity staff of KOIN.

Mayor Carson spoke over Station KFIR in the interest of the investment value of insurance.

Eins Max Jacks, of KGW-KEX, takes charge of the Monday audience, which will include a 15-year-old and embryo radio talent, and six months to ninety years, appear before the mike to hopefully audition with dreams of future radio glory.

Highlights of KOIN's special events last week was the broadcast by Art Kirkham from the Pendleton Auditorium. He was released to the entire CBS network.

Oregon Journal Juniors resumed two-program schedules last week at KJRH, broadcasting on both Tuesday and Thursday evenings.

Michael Aronstein, staff cellist of KGW, returned to the air last week after an absence of a couple of months, during which time he visited Alaska.

### Network Premieres

#### (This Week)

Sept. 18—Ring Crosby (Woodbury, WABC, 9:30).

Sept. 19—Lawrence Tibbett (Pachet Motors, WJZ, 8:30).

Sept. 19—John McCormack, Warden Lawes (William Warner, WJZ, 9).

Sept. 19—Burns & Allen, Bobby Dunn's Orchestra (White Owl Cigars, WABC, 9:30).

Sept. 20—Grand Hotel with Ann Seymour (Campani, WJZ, 9:30).

Sept. 20—Albert Payson Terhune (Springs, WJZ, 5:45).

Sept. 20—Grace Moore, Joseph Pasternak (Atwater Kent, WABC, 8:30).

Sept. 20—Just Plain Bill (Kolyns, WABC, 7:15).

### Here and There

Joe and Batina, French-Canadian dialect team, have been signed by WIBG, Boston, for a fall and winter series.

Duke Dussey and his Hickory Nuts, who have been hillbillies through New England all summer with a tent show, are back on WIBG, Boston.

Paul Hodges, announcer of WNRA, Muscle Shoals, Ala., was injured in an automobile accident when his automobile plunged off a 40-foot bridge, near Corinth, Miss., last week. He received several broken ribs, a spinal injury and shock. Before going to WNRA he was with WREC, Memphis.

Brock Shafter, announcer of WMRA, Tuscaloosa, Ala., was injured in an automobile accident when his automobile plunged off a 40-foot bridge, near Corinth, Miss., last week. He received several broken ribs, a spinal injury and shock. Before going to WNRA he was with WREC, Memphis.

Conrad Callahan, Pittsburgh girl, and Ben errie's former unattached tenor, Pat Kennedy, have set the date. They tell it to a preacher Thanksgiving Day.

Howard Price, tenor at WCAE, Pittsburgh, moving on to WINE, New York. His wife, former Gene Evelyn and WCAE's staff pianist, will accompany him.

Bob Dickler and his band back on WWSW, Pittsburgh, to headline weekly Wuritzer Revue each Thursday.

Mary Gibbs, chief engineer at WCAE, Pittsburgh, vacationing in New England.

Archibald E. Grindley Jr., has been added to the announcing staff at WPTF, Charlotte. He is a newspaperman.

Robert McCaw is a new member of the publicity department at station KOIN, Portland. His introduction to radio was at KXRO, Aberdeen, Washington, where he started as operator.

WHEC, Rochester, will dedicate its new organ and studio Sunday, Sept. 30, with Ann Leaf, Columbia network star, on program sponsored by Gulf Refining Co. Support will include two orchestras, a mixed quartet and soloist broadcasting from the stage of the RKO Palace theatre. Organ numbers will be played in the studio and fed to the theatre to combine with the program there. Then Miss Leaf will go to the theatre and play several numbers on the theatre organ. The air show running from 10 to 11 p.m. will be part of the theatre's Sunday evening program.

Jack Kallberg, who has tenured over WSB, Atlanta, broadcast last week on "Air Breaks" NBC's new talent program originating in the studio of WEAF.

Eddie Rubin, brother of Benny, has been located, is production manager of Hollywood on the Air with Perry Lieber now drawing the title of producer.

Pauline Lord didn't show on last Thursday's (13) Maxwell House Show Boat session. Announcer said she had been delayed by mechanical difficulties.

M. M. Ayersworth attended the Jerry Marx soiree at the Waldorf Astoria last Tuesday (11). Event developed into a homecoming week between himself and the older contingent of New York radio ads.

Pickens Sisters greeting on the Sept. 23 WBB-C- whiz.

Nick Keong, the N. Y. Mirror columnist, went phatistic at George Hall's party last Thursday (13) night. Bob Tappler, CBS pa., is his opponent. Mike Porter, Lieber's editor, did the prattling honors.

Rosky Austin, lost with WAUW at Columbus, Ohio, has joined WBYT (CB) as announcer and master of ceremonies and will further triple his beats as publicity contact man for Synapse station.

Eddie Peabody will guest star for third time on Maxwell House Show Boat hour next Thursday (29).

### New Business

(Continued from page 44) ago 15-minute programs beginning in October. WGFT.

Capadine, a daily 15-minute program for one month, test campaign through Dillon and Kirk, WGFT.

G. O. (foot comedy), six 15-minute programs per week for one year, daytime. WGFT.

Broadway Company, six five-minute programs weekly, one-track run, indefinite. WGFT.

Ernest Board (local Ford distributor), five five-minute programs weekly. WGFT.

Foot Soave Shoes, 26 transcribed announcements. Three through George Music Company, WGFT.

Brass Rail, six five-minute programs weekly, continuous contract. WGFT.

Lang & Price, five five-minute programs weekly. WGFT.

General Advertising Company, six 15-minute programs weekly, contract. WGFT.

Building & Loan Association, one 15-minute program weekly. WGFT.

Apple and Gaston (snapshot developer), daily announcements for one year. WGFT.

Kellogg Cornflakes (cereal), one month announcements. Pictured locally. WGFT.

Southern Oil Stars (Dixie Van Gogh), renewal, one month announcements. WGFT.

Safes Department Store, announcements for one month. WGFT.

Walther and Hood, announcements for one month. WGFT.

### Radio Huddle

(Continued from page 25) casting Code Authority whose procedures and rulings it is claimed have leaned strongly toward the networks; (2) the N.A.B. Board of Directors who are called not sufficiently partial to or representative of the regional broadcasters; and (3) the movement to put Henry Bellows in permanent charge of the industry's Washington fight, which is objected to on the grounds that his lack of popularity with Democratic politicians which caused his resignation as a CBS vice president is sufficient barrier to him acting for the N.A.B. in the capital.

Hotel lobby babbles Sunday and Monday were a-buzz with rumors of all sorts of new network angles. It's nothing new, of course, for an N.A.B. convention to resemble a political party conclave in the photo and counter-plots. This year the boys seemed a little more earnest and receptive.

Leading the rumors was one Edward Petry. This station representative is the No. 1 steamer-upper of delegates at the convention. His latest endeavor is understood to be a grouping of the 35 or so outlets on his list into a cooperative web of their own with Petry as network, wax, and talent commission-taker.

Still another conversational item in the Netherland Plaza concerns the formation of a network composed exclusively of newspaper-owned stations. Hearst would not be among them, but there would be certain obvious attractions to publishers, the majority of them Republicans, to weld themselves into such a body.

### Strikers' Radio

(Continued from page 37) and by the time the line moved, temporary broadcast lines had been strung out from the marquee of the Hotel Almont and the miles were in place. The broadcast lasted for 1 hour and 42 minutes.

In the absence of the newspapers, whose printers were out in the general holiday, WAZL stayed on the air all day keeping a close contact with the mine workers' office and kept the listeners informed as to the progress of events. Included were a digest of Governor Pinchot's speech on relief measures to the legislature given that day, current and up to the minute sport dashes, other local news items, the working schedule of the collieries, weather forecasts, and other items of interest covered by the station. All this was interspersed by bulletins from Mr. Hartman.

### Big Philly Show

Philadelphia, Sept. 17. Guy Lombardo leads the New Aradia International show, opening Thursday night (20).

Others in the lineup are Evelyn Dorn, Captain and Columbus, Arthur Robin, Thelma Raynes, and Danny Walsh, m.c.

### Network Premieres

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Sept. 20—Just Plain Bill (Kolyns, WABC, 7:15).

Pete Weasley to W. V.

Philadelphia, Sept. 17.

Pete Weasley, WCAU, been signed to open at the Park Central hotel, N. Y., Oct. 1.

# Ten Weeks Set for Unit Nitery Floor Shows Booked Out of Balto

Baltimore, Sept. 17.

National Agency of this town has worked out 10 weeks of unconflicting dates. Pre-season idea of agency or interesting the site spot operators in ballooning their budgets till they could carry large units of three acts, an m. e., and line of girls at around \$600 per show has fallen through. Budget at that figure would have been unprecedented for area through which units will leave, and represented to operators too sharp a rise in entertainment costs.

As arranged, agency is lining up six-people units at around \$300, and the first break the barrier this week at the Mayfair, Balto. There it is routed out of the city through upstate towns and into Pennsylvania as far as Reading. Only one local date is played in all the 10 weeks, though agency handles half a dozen or more accounts around town. Upon booking will prevail at these sites, as will also in a list number of out-of-town clubs in which office has more than one account.

At present starting pace, which witnesses unequalled number of nitery unveilings or openings in these parts, acute shortage of acts looms if the lengthy starting line-up of places largely sticks. In excess of 35 are either blasting away or about to go in Balto alone, which nearly doubles the usual list. Reported same activity characterizes surrounding territory.

## Settlement Nixed By Rose; Prepares Suit on Niteries

Billy Rose may go ahead with his threatened suit against the Casino de Paris and Billy Rose's Music Hall, Inc., enterprises. Preliminary gestures to settle the issues out of court have borne little fruit. Troppeau to pay Rose in full to date and call everything off aren't satisfactory to his attorney, Julian T. Abeles, who insists on a further royalty for the hotel script material and production efforts of both cabaret-theatres up until such time as Lew Brown, Harry Akst, et al, get their own new shows on for public view.

Nathan Burkman is acting for the Casino and Music Hall syndicate. Terme Stern is president of both.

Brown, who also has a new musical, "Calling All Stars," in prospect, may not have a new venue for the niteries ready before Nov. 1. Meanwhile Rose's shows are continuing, with Rose out as the general production factor.

Except for periodical switching of specialty acts, no immediate changes will be made in the floor shows at Casino de Paris or the Billy Rose Music Hall under Lew Brown's direction. At the Casino Brown will retain the present Rose show until doing his own show around Nov. 1.

At the Music Hall Jack Lewis' "Small Time Cavalcade," current feature number, will also be retained at least until New Year's.

## Remick, Witmark Move Into Radio City

Remick and Witmark's music pub firms move into Radio City tomorrow (Wednesday).

Completely new equipment throughout, including a Rock of Tokio piano, the pan alloy Invicta, although every piano item in New York was building for the huge order.

## Weeks Shifting

Anson Weeks shifts from the Waldorf-Astoria, New York, to the Hotel Shafter, Boston, Oct. 4 for four weeks. He is being routed in monthly shifts around the east, as Weeks has some radio commercials out of New York in view.

When Weeks ends at the Waldorf, the Lambs do reforms for the winter season. Velveteen and Yankoda, dancers, stay intact at the W-A.

## Ray Noble Due in N. Y. To See AFM on Permit

Ray Noble is slated to arrive in New York from London Friday (21). With the British arranger-conductor on the scene there is a possibility that his case will be reviewed by the American Federation of Musicians. Several weeks ago the union turned down a request that he be permitted in baton an orchestra composed of local musicians for Bruno Walter on NBC.

Refusal occurred while Joseph Weber, A. F. of M. pres., was in Europe. Weber returned last week.

## HYLTON HERE HUNTING ACTS

Jack Hylton will take in Chicago and other key spots during his American sojourn in a search for attractions he plans to take back to England.

Hylton's own American debut depends too much on red tape with the American Federation of Musicians to hold out much promise at present.

London, Sept. 18.

Jack Hylton has sailed for New York, taking with him, his musical arranger. Hylton's visit will last about a fortnight, and object of trip is to line up some acts for England for him and his wife's units, as well as for several indie houses.

Hylton is especially interested in getting Fred Waring and his Pennsylvanians, and there is every likelihood he will sign the band for a London and provincial tour.

## Saratoga Springs Hotel, Nitery, Sold for Taxes

Saratoga Springs, Sept. 17. Smith's Interlaken, night spot on Union avenue near the city limits, was sold for taxes. Ruth E. Wallace, of Saratoga, bought it in for \$947.84.

J. E. Gorman, R. C. Morrison and M. Bynes were listed as owners of the property. It was long a favorite haunt of the sporting crowd coming to the Spa for the racing season.

The United States, one of Saratoga's two largest hotels and a local landmark, also was sold for taxes, the city taking it for \$11,625.45, amount of unpaid assessments. There were no bidders for the ancient, once world-famous hotel.

## Major Pubs Delaying Soc. Membership Signs

None of the major publishers had by the end of last week signed their membership renewals with the American Society of Composers, Authors & Publishers. Total number of approved contracts received from the publisher faction of the organization by Friday (14) was 14.

Over 550 writers have turned in their extended membership agreements with the signatures duly affixed.

## 104 Decca Waxings

Hollywood, Sept. 17. Joe Perry is back from a scouting and working tour of Texas and Mexico for Decca Records. The Pacific Coast rep. for the company made 104 waxes on the trip and signed several artists to exclusive contracts.

Heading the list was Amelita de la Vina, Mexican blues singer who was broadcast for the past few months from Juarez.

Heading the list was Amelita de la Vina, Mexican blues singer who was broadcast for the past few months from Juarez.

Rockwell Brothers are the principals and T. J. Walsh manager.

## Expensive Pleasure

Baltimore, Sept. 17. Gang out of show biz was chatting. Mostly talk dwelt on reputed one-horse quality of Balto. Gang was almost of unanimous opinion that town was forebodingly and irrevocably cheap, small-paced and dull, when Reggie Childs, orch pit pilot current at the vaudeville Hipp, said, "Nuts!" The most expensive afternoon's pleasure I ever found was accorded me right here in Baltimore."

Group wondered "Where?" "Out at Pimlico," signed Childs.

## Cherniavsky Gives B & K 4-Week Notice

Chicago, Sept. 17.

Joseph Cherniavsky has handed in his notice to Balaban & Katz, stating he is resigning from the organization as director of the Chicago theatre orchestra at the expiration of the four-week notice clause.

Reason for the resignation is understood to have followed a row over principle in the method of handling certain B&K exploitation. Cherniavsky has been lending the ace B&K orchestra for almost two years.

Harry Connick's combo opens at the Arion ballroom, Hollywood, Sept. 28.

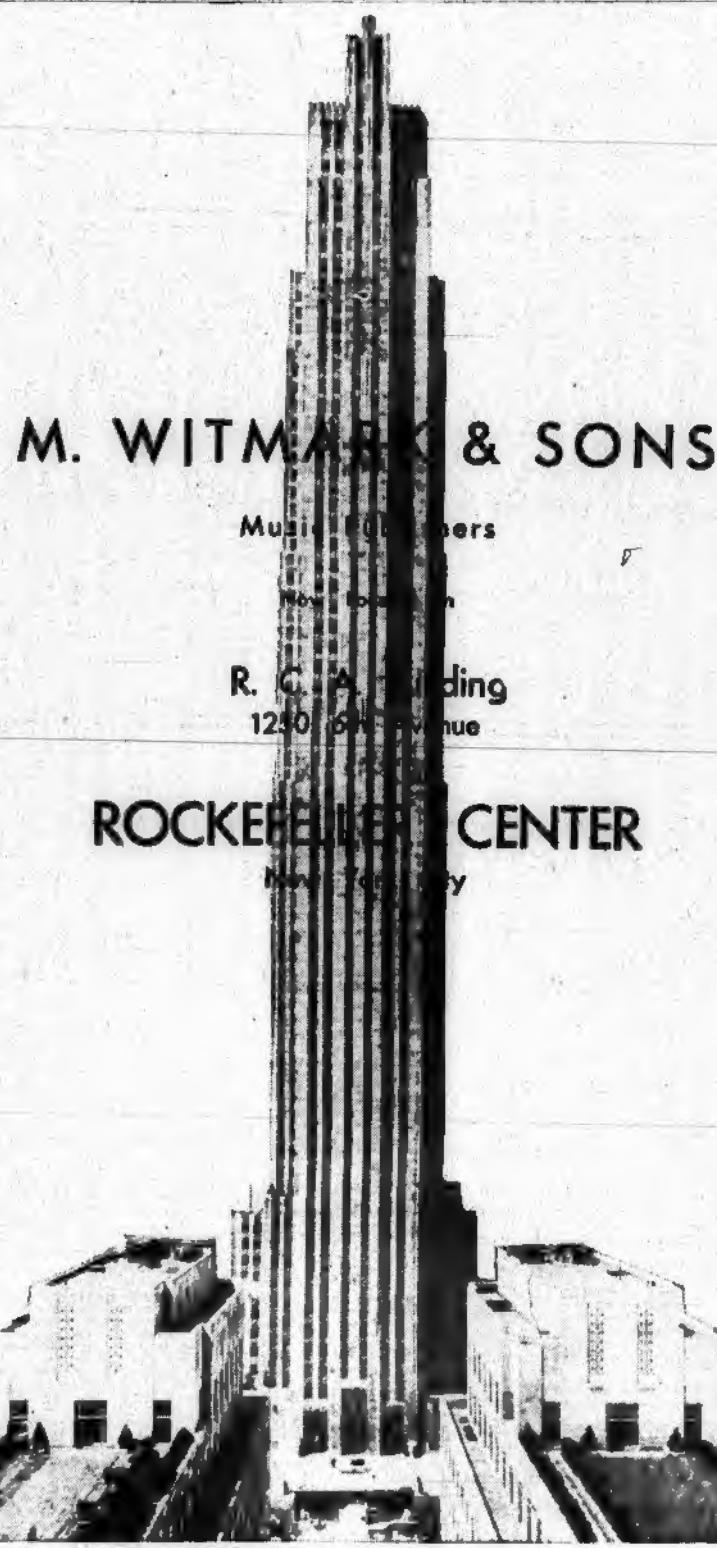
## ELLINGTON EN ROUTE TO COAST FOR 1 PIC

Duke Ellington is being invited eastward for another Paramount picture.

En route Ellington will fill some vaudeville engagements to coincide with the bookings of the Mac West picture, "Belle of the Nineties," wherein colored maestro also participated.

His proposed return to England for another fall and winter concert-dance tour has been stymied by British Labor Ministry objections.

Dave Kapp is now with the Decca record company in Chicago.



## ROCKEFELLER CENTER

New York, Sept. 17.

R. C. A. Recording  
1250 Avenue of the Americas

# Look for Price Slashing War in Discs; Bruns. Cuts Crosby-Lombardo to 25c

What is regarded by the trade as the precursor to a price-slashing war among the mechanicals was the announcement last week by Brunswick Recording that the Bing Crosby and Guy Lombardo discs in its library would hereafter be available for 25c. Previously the soundings of those two retailled at 75c. Both Crosby and the Lombardos are now allied with American Decca.

Stated for similar toogabooing into the quiet class is the Casa Loma band, whose contract with Brunswick expires Oct. 1. Casa Loma moves over immediately afterwards with American Decca.

Viewpoint of the trade is that the price cuts derive more from an attempt to anticipate a Decca move than from a desire to retaliate for the loss of these attractions. Impression current is that Decca proposes to retail its popular stuff at 25c. Decca sales policy will be revealed next week when the Edward Lewis enterprise releases its initial bid, effective with Oct. 1, as far as the counter is concerned.

## Decca's Changes

Meanwhile, Brunswick, whose popular artists' setup has been effected mostly by the entry of Decca, is assuming a watchful and waiting attitude. M. E. Siegel, Brunswick execs, declared last week that he intends to make no change in the policy of his company. There would be, however, he said, a shift in policy for the Columbia Phonograph Co., which is now owned by the Decca interests. Columbia last avowed Siegel, is due for considerable improvement, but the details of the moves here were not given.

Siegel returned the week before from a four-week stay in England. His purpose in going over was to find a new British release for the Brunswick masters. This franchise had been previously held by the Decca Co., of which the American firm is a subsidiary. Siegel, in commenting on his trip, said he had not closed for a substitute label since the situation was not a pressing one. British Decca's contract with Brunswick, stated Siegel, had another month to go.

Understanding is that Decca had some months ago turned in its notice of contract cancellation to Brunswick and that the British records is under no further obligation to accept any of the Brunswick masters.

## Riviera's Spot Booked Names; Richman Back

Harry Richman comes back to "morrow (Wednesday) night to Ben Mardon's Riviera for a week, at the same time that the Duray Bros. band debuts with Bob Crosby among the personnel. Latte is Bing's brother.

Richman follows Eddie Gorr and Marian Downey. Helen Morgan follows Richman. Mardon will spot-bill names for the Englewood, N. J., roadhouse for weekly or fortnightly changes.

Ted Koehler and Russ Brown composing in Harold Arlen's place, authoring the new Cotton Club revue, N. Y. Arlen and Koehler for several seasons fashioned it. Lucky Millinder and Mills Blue Rhythm Band staying at the Harlequin after Cab Calloway returns there Dec. 1.

## Most Played on Air

To familiarize the rest of the country with the tunes most often on the air around New York, the following is the compilation of the songs most played on the major networks last week, in relative standing, according to the number of combined plays on WEAF, WJZ and WABC.

I Saw Stars  
Cigarettes in Dark  
For All We Know  
Only Have Eyes For You  
Pardon Southern Accent  
Moon Over Shoulder  
I'll Close My Eyes  
Love Is Bloom  
I'm In Love  
I'm Lonesome Caroline  
Moonglow  
Learning  
Here Come British  
Very Thought of You  
Can You Face Me  
Never Had a Chance  
I'm Getting Bantimonti  
Say It  
Panama  
Sweetie Pie  
Then I'll Be Tired

## Upstate N. Y. Town To Get Music Hall

Schenectady, Sept. 17. Preparations are being made to open old Hudson theatre here as Hudson Music Hall on or about Sept. 26. This new venture marks the return to active theatrical business of William M. Shirley, former president and general manager of Faras Theatres. Shirley is to be the g. m. of the Music Hall, and incorporators are Leonard Ash, local head of MRA and well-known advertising man; M. B. Fing of Chicago; Shirley's brother; and Owen Begley, local attorney.

Workmen are erecting new floor over old theatre orchestra section, removing seats and installing new fixtures. Plans call for presentation of "The Drunkenard" as part of the Music Hall entertainment program, singing waiters, and many other features. Admission set for 25 cents—also to include one bottle of beer and a sandwich.

## Cleveland Goes Harlem

Cleveland, Sept. 17. Don Redman and his band coming in Tuesday (16) at \$1,000 per week to premiere Bernie Bernstein's Cotton Club, which will be the first night spot opened in local Harlem sector on such an extravagant scale.

Club will have large stage for touring sepia shows, rooms on two floors and Homer Lattimore as m.c. First show includes Bobbie Gaston, Red and Straggle. Bernstein also owns Patent Leather Club, an all-white spot.

## AL JOHNSON REPS D.O.A.O.

Los Angeles, Sept. 17. At Johnson, at one time representing the Sherman, Clay music catalog on the Coast, but inactive in recent years, has come here from San Francisco to represent Donaldson, Douglas & Gumble.

It's first local representation for the publishing firm.

## H'wood After Names Till Vallee Returns

With Rudy Vallee not due back at the Hollywood restaurant, N. Y., until November, because of his Warner Bros. picture, Jon Moss will spot-bill names into the Broadway story to fit into the new revue. George Moonen and Hal LeRoy started this series of shifts.

Sammy Tucker was due into the Hollywood, but is still ringing in London. Belle Baker was wanted, but she's sailing for London. Helen Morgan refused to work in such a large room.

Charlie Davis hasn't come up till Vallee's return.

## Quiet Albany

Albany, Sept. 17. Albany's new anti-noise ordinance even extends to night club orchestras. Three musicians in a bar spot were arrested at 3 a.m. on a charge of making their music too loud and the proprietor, Daniel Devere, also had to face the judge.

In police court, the musicians, Benjamin Panotti, John Goldstein and Arthur Hirsch, were dismissed, but Devere had to fork over \$50 on a charge of disorderly conduct.

## NIGHT CLUB REVIEWS

### Waldorf-Astoria, N. Y.

Starlight Roof of the swank Waldorf-Astoria marks its fall season with the return of Velen and Yolanda, the famous acrobats, and Anna Winkler and her orchestra. It's a return for Weeks, though only for four weeks at this spot, as Guy Lombardo, after a healthy summer run, will continue at the Waldorf's empire room (grill) for the winter.

Weeks has been rotating in the several keys, heading from the Marc Hopkins, Prince, his old standby, to the big burg. After the Waldorf's season may be carried on to the Statler, Boston, for another month, etc.

He has a tiptop dance combo, personal, including a highly personable songstress, Kay St. Germain, who's a looker and suggests lensing possibility. Ben Gage is another new band addition. He's from North Western U. S. and picks up around the city. With him is the vocal boy left by Bob Crosby, Bing's brother. Gage, too, has a nifty vocal style on the available choruses. Crosby has switched over to the Dorsey Bros. combo.

As for Weeks' top music hot's sweet 'n' hot, and mixed up the newest with some of the oldies which sound swell under new orchestration and treatment.

Veloz and Yolanda also are back after a Comsat sojourn. Their new 5-4 dances is a heritage of a routine they created for a Metro film production. It's a pip novelty in tempo rhythmic dancing, a varie of 4/4, with the girls on the outside, the boys on the inside, the orchestra four-fold rhythm and then waltz again, etc., producing an odd rhythmic effect. Nacio Moro Brown, of the Metro tuncumching staff, wrote it for 'em and it's able to become a new national dance vogue something now in rhythmical music has hit the world's ballroom decks for years. This is their second encore and, unless solvad, they skip it after their assortment of tangos, waltz and exhibition foxtzes. Many fine effects to their routine and they still rate tops on personal appearance. Certainly Velen and Yolanda are the best of the fall season three or four dance teams in America, but in a niche all their own with their sartorial effectiveness.

Horacio Zito's tango-rumba orchestra alternates with Weeks on the dance music and also plays for the dinner team. And no cliché either. Raquel Marquez of the Zitoites is a young outstander with her guitar-baldaderings.

The Waldorf's course is the Waldorf—one of the town's top spots.

### TABARIN, PARIS

Paris, Sept. 17. All summer this spot has had the rap of giving the only show in town. With everything else, both theatres and night clubs, either shut down or languishing, Tabarin has kept on doing big business.

Formula of the summer show, put on by Pierre Sandrin, is the same as that which kept the place going during the winter. The show is a fast, lively, rhythmic romp of the best kind. Zito and Mariano have a sassy, highly stylized ballroom dance number that is better than their chum, Martha Raye puts a load of personality and zest into a song-and-step act.

Gayle Gaylord, vocalist with Olympia's band, has an appealing voice, and there's also Ruth Land's Texas cowgirl band, the Wildcat Cutters, who dispense quite a bit of class besides some slyly tame items.

Proper plans to change show every two weeks, impacting name bands for six-week stretches. Mike Speciale booking. Dick, his chief-partner, introduces his \$1.50 table d'hôte week-days and the drinks are top-notch.

## A Legal Friendship

### Mills Plasters Hylton at N. Y. Pier on Lawyer's Arrival from London

#### Baton Octette

Hollywood, Sept. 17. Swank Clover Club, in acting orchestra for the place, had eight leaders show up, wanting the job. Management finally decided to hire all of them.

Eight switches leaders every other night or so, with no swanking.

#### Frank Burke West

Chicago, Sept. 17. Frank Burke, manager of the Andrew Karasz ballroom here for the past year, has resigned to go to the Coast.

First job will be p.a. for the opening of the Harry Manne orchestra at the Rainbow Garden, L. A., Sept. 21.

As Jack Hylton disembarked Wednesday (12) from the boat that brought him over from London he was served with a summons and complaint in a suit for \$10,000 filed by trying Mills in the New York Supreme Court. Mills says that he is taking Hylton's visit as an occasion to return some of the amenities which the British bandman showered him with while Mills was in England earlier in the year, when he was similarly greeted by a press agent, with Hylton the swing party.

Day after Hylton had Mills plastered with a summons at the pier the British leader invited Mills out to lunch. When Mills at the time pressed Hylton for an explanation the latter remarked that business was one thing had in old personal friendship was another. The press had to do with business and the luncheon was in honor of a still warm friendship.

Instead of making it a luncheon, Mills the day after having Hylton served sent him a box of American Beauty roses. The card enclosed read: "In honor of a still warm friendship."

Friendly feed between the pair started when Mills booked Cab Calloway in England through the Harry Foster office. Hylton termed this move a violation of an agency contract he had with Mills and the former resorted to the courts in both New York and London. When Hylton through his American counsel failed to enjoin the band from leaving the United States, he started a similar injunction proceedings on his home ground. There also the court failed to uphold his claim, and the band played the contracted tone.

Mills' counter-litigation has to do with Duke Ellington's British tour in 1933. These dates were handled through Hylton. Mills now contends that Hylton booked the Ellington combo for one price and paid the latter off according to another and much lower figure—in addition to retaining the difference. Hylton Mills charged deducted a commission of 5%. Through his complaint Mills is asking the court to order Hylton to give an accounting.

#### Weber in Rochester

Rochester, Sept. 17. Joseph N. Weber, president of the American Federation of Musicians will come to Rochester Sept. 22 to address the New York and New Jersey state convention.

First visit to the city in 25 years.

#### MAYFAIR CLUB

Cleveland, Sept. 18. Eddy's the town's amarost night club, in expensively tasteful appointments, cusine, entertainment and novelties, the Mayfair officially launched the fall season here when Harry Propper and Joe Boch opened it yesterday. Both are playing a long shot by running up such a heavy nut, especially in these times, but the spot has all of the earmarks of a hit.

Despite the success of all the stripping, however, the French Cancan, long a specialty of the house, in which 1999 bourees are worn, gets the biggest hand.

Sandrin is coming to the United States in the fall to look things over and will take the show to South America, beginning in March.

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